

**Georgia Strategic Prevention
Framework State Incentive Grant
(GA SPF-SIG) State Priority 1:
Reduce Alcohol-Related
Crashes and Fatalities**

**Bulloch County
Community Needs Assessment Report**

August 2010

**Submitted to
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I. Introduction

Georgia Southern University Jiann-Ping Hsu College of Public Health and Pineland Mental Health Services were competitively chosen by the State of Georgia to conduct a community needs assessment in Bulloch County for the Georgia Strategic Prevention Framework- State Incentive Grant (GA SPF-SIG), Priority 1: Alcohol-Related Crashes and Fatalities. A team of professionals with experience in grants, health research, and community assessments was formed to work on the project. The members of the Community Level Epidemiological and Outcomes Workgroup (CLEOW) are listed below.

Needs Assessment CLEOW

Name	Title	Number	Email
Charlotte Mallard	SPF SIG Project Coordinator	(912)-764-2475	cmallard@pinelandcsb.org
Kristen Harper	Director Center for Addiction Recovery	(912)-478-2288	kharper@georgiasouthern.edu
Stuart Tedders	Associate Professor	(912)-478-1922	stedders@georgiasouthern.edu
Cassandra Arroyo	Assistant Professor	(912)-478-1253	carroyo@georgiasouthern.edu
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Burchard Blackburn	Research Assistant	NA	bb02488@georgiasouthern.edu

Recruitment of CAC

A Community Advisory Council (CAC) was also formed as a result of the grant to help build the foundation for the SPF SIG Project by researching, prioritizing findings, and developing evidence based best practices to reduce alcohol related crashes and fatalities in Bulloch County that will be implemented with grant funding. Members of the Community Advisory Council were selected to represent all demographic, cultural, ethnic, and linguistic makeup in Bulloch County. The CAC members were recruited from the following Bulloch County community groups to gain broad community participation.

1. Youth – an individual 18 years or under
2. Youth serving organization
3. State, local or governmental agencies
4. Law enforcement agencies
5. School district
6. Parents
7. CLEOW
8. Religious and/or fraternal organizations
9. Civic and volunteer groups
10. Business community
11. Healthcare professionals

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The following members comprised the Community Advisory Council.

Community Advisory Council

Name	Organization/Agency	Number	Community Group
Amanda Brown	Statesboro Bulloch County Parks & Rec	912-764-5637	9
Catherine Hendrix	Bulloch County Human Services	912-764-6179	3
Charlotte Mallard	SPF SIG Project Coordinator	912-764-2475	7
David McDermott	GSU Alcohol and Other Drugs Office	912-478-2462	3
Diane Hardee	Bulloch County DFACS	912-871-1333	3
Dustin Dunham	Farm Bureau	912-764-6231	10
Jason Blizzard	Pineland Mental Health	912-764-2475	3
Joy Hamm	GSU Greek Life	912-478-2462	8
Joyce Stubbs	Bulloch County Alcohol and Drug Council	912-764-6405	3
Lacey Damier	Pineland CSB	912-764-6906	3
Lauri Clark	PRIDE	912-889-5598	2, 6
Spencer Beckum	Drug Free Communities	912-690-2848	3
Susan Riley	Board of Education/Nurse Practitioner	912-489-4090	5, 11
Chelsea Morgan	Bulloch County Sheriff's Office	912-764-1759	4
Chelsi Clark	Youth	912-889-5598	1
Carol Deal	Southeast Prevention Services	912-764-2475	3

Brief Description of Bulloch County

Bulloch County covers 683 square miles and is located in the coastal plains of Georgia, approximately 50 miles northwest of Savannah and 125 miles southeast of Macon. Bulloch County has a population of 67,761 people and includes Statesboro and the surrounding towns of Portal, Brooklet, and Register. The city of Statesboro (as seen in red, Figure 1), is the county seat which is centrally located in the county, and contributes the majority of the county's population. Since 1906, Georgia Southern University has been a part of the Statesboro community with the most recent fall 2009 enrollment totaling over 19,000 students.¹

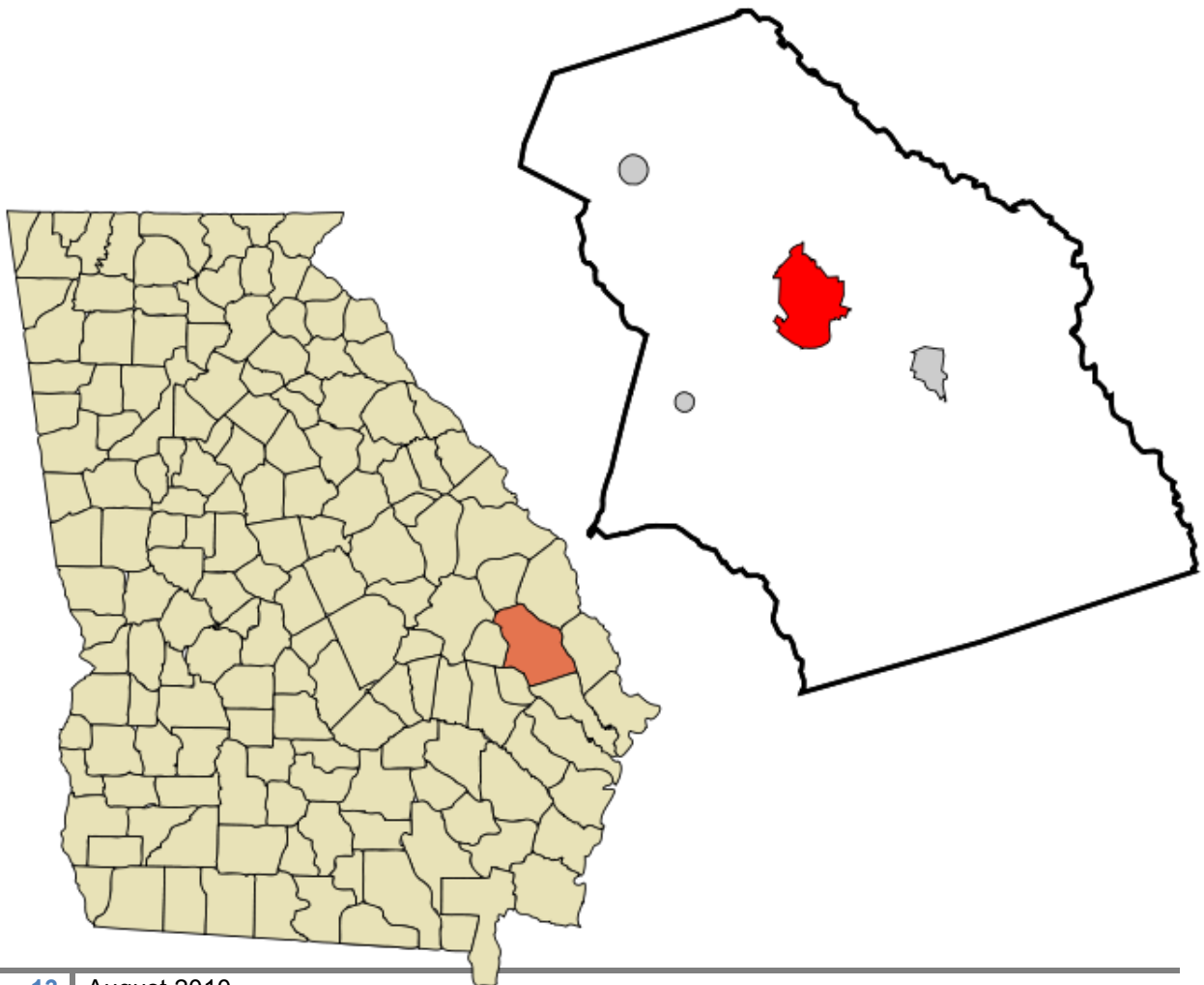
According to the 2000 Census, Bulloch County is considered a nonmetro micropolitan county that is adjacent to the metro Savannah area with 51.5% of the county containing rural areas and 48.5% containing urban areas. Bulloch County's population consists of 66.5% Caucasian, 29% African American, 2.7% Hispanic, 1.2% Asian, and .2% American Indian or Alaska Native. The average age of county residents is 26.9 years with the largest age group being 15 to 24 year olds. The county is economically dependent on the state and federal government since 24% of the labor force is employed by the government sector. The county's largest employers include Georgia Southern University, Briggs & Stratton, Wal-Mart Associates Inc., Pineland Area Community Service Board, and East Georgia Regional Medical Center. In 2007 the per capita personal income was \$22,110.²

From 2002 to 2008 there was a total of 741 alcohol-related crashes & fatalities in Bulloch County.³ Bulloch County alcohol related fatalities contribute 33% of all crash fatalities compared to the state of Georgia overall having 28% alcohol related fatalities.⁴ This is 5% higher than the state of Georgia and demonstrates the need for investigation of the contributing factors influencing the high rate of crashes in Bulloch County. It is for this reason that our focus is Priority One Alcohol Related Crashes and Fatalities. The Strategic Planning Framework (SPF) process is a state and community level planning model that consists of the

following five steps: Assessment, Capacity Building, Strategic Planning, Implementation, and Evaluation.

Pineland Mental Health contracted with the Center for Addiction Recovery in the Jiann-Ping Hsu College of Public Health at Georgia Southern University to conduct the Needs Assessment portion of the SPF-SIG. Assessment involves the collection and analysis of data to assess the local prevalence of the state's selected priority. The needs assessment researchers used the Community Assessment Workbook to develop methodology, conduct data collection, and analysis of intervening variables.

Figure 1. Bulloch County Map



II. Methods

Data

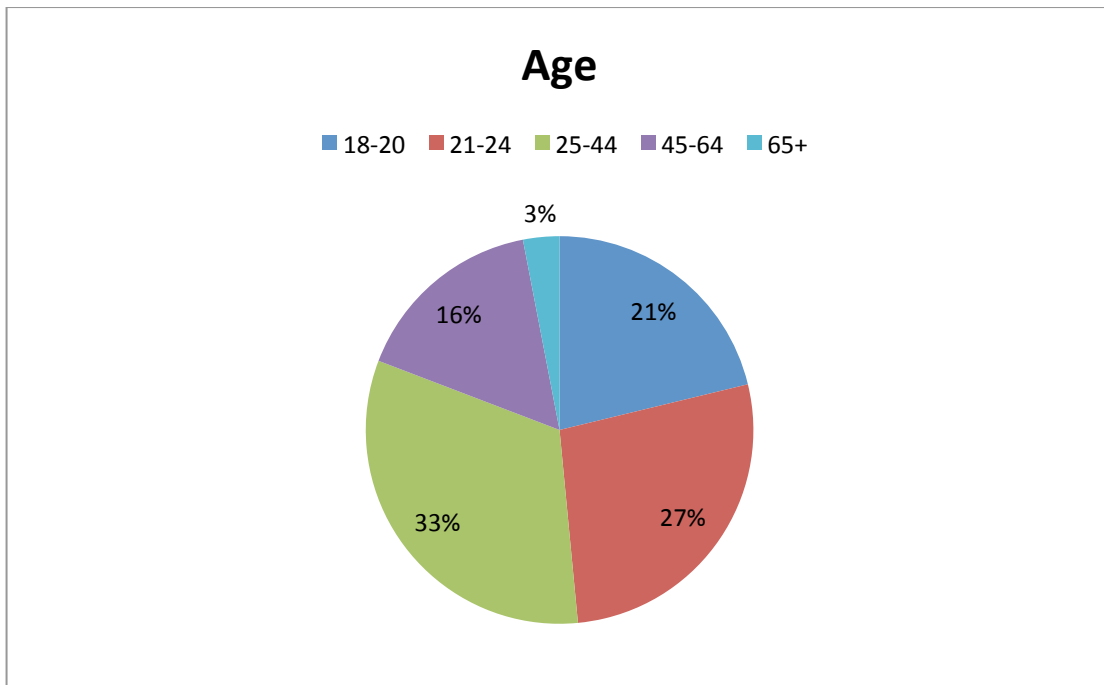
For the Needs Assessment Report, both primary and secondary data were analyzed. Primary data collected included surveys (Community Perceptions and Social Norms, Alcohol Promotion Assessment, National Outcomes Measures), focus groups, town hall meetings, law enforcement interviews, and observations (bars/restaurants, gas stations and convenient stores, grocery stores, road). Table 1. shows all primary data collection. Secondary data was also researched to provide information in the contextual results (core 1, 2, 3). Secondary data was collected from the following sources:

- Georgia Department of Transportation
- National Highway Traffic Safety Administration
- Georgia Division of Public Health OASIS Database
- Georgia Department of Revenue
- Centers of Disease Control And Prevention

Survey Data Collection

Participants: The survey participants in this study were 440 Bulloch County residents. The age of participants ranged from 18 to 65 years old and age groups are shown below in Figure 2. 57% (n=242) of the participants in the study were female and 43% (n=182) of the participants were male. 78.4% (n=326) of participants reported their race as white/ Caucasian, 17.3% (n=72) African American/ black, 3.6% (n=15) Asian, .2% (n=1) American Indian, and .5% (n=2) Hawaiian/ Pacific Islander. 2.6% (n=11) identified as Latino and 62.5% (n=265) identified as non-Latino.

Figure 2. Age Groups of Survey Participants



Procedures: Survey data was collected using self administered questionnaires available in paper hardcopies and online. Convenience sampling was used for survey collection and collected a total of 440 surveys: 197 Community Perceptions, 92 Alcohol Promotions, and 151 National Outcomes Measures (NOMS). Surveys were collected at different locations across the county. The survey collection sites included: the Student Union at GSU, downtown Statesboro businesses, community meetings for Pineland Prevention Services in Portal and Statesboro, and community churches. Two researches went to each of these locations listed above where they setup a table, provided surveys on clipboards with pencils, and cold bottles of water. Participants were recruited as they entered or exited the above establishments. Surveys were also administered electronically through email using SurveyMonkey. 2,000 electronic surveys

were sent to Georgia Southern faculty and students via the on campus directory and 300 surveys were sent to Bulloch County residents and Board of Education representatives who were email contacts for the College of Public Health. Of the 2,300 questionnaires emailed to study participants, 236 were returned yielding a 10.3 % response rate. The surveys administered electronically through SurveyMonkey assured confidentiality and anonymity of all participants' responses. No reminder emails were sent. 39 NOMS surveys were collected from staff at Willingway Hospital which is a treatment facility for alcoholism and drug addiction. Those surveys represent views from the large recovery population in Statesboro.

Consent Process: All participants gave written consent to complete the surveys. For the surveys collected using Survey Monkey, participants gave electronic informed consent online at the beginning of the survey in order to take part in the study. Participants were not permitted to answer any survey questions until the informed consent was read and electronically signed. Participant's names or any other identifying information were not collected from the surveys. Participants were offered an incentive of being entered into a drawing to receive a \$50 Wal-Mart gift card for taking part in the study. To qualify, the participants completed the survey questions and provided their contact information at the end of the survey.

Focus Group Data Collection

Participants: Focus group participants in this study were 70 Bulloch County residents. The age of participants ranged from 18 to 60 years old and included an equal proportion both males and females and African Americans and Caucasians.

Procedures: Community contacts were used to set up the locations and participant samples for the 6 different focus groups. Focus group participants answered questions from the needs assessment notebook designed to help identify community perceptions on alcohol use, accessibility and potential contributing factors to the high rates of DUI's and alcohol related

crashes in Bulloch County. Focus groups were held at Georgia Southern University, RJ's Restaurant, Boys and Girls Club of Bulloch County, Bulloch Alcohol and Drug Council, Unitarian Universalist Church, and Voces Unidas Hispanic group. All of the groups were asked the same questions from the SPF-SIG Focus Group questionnaire protocol. Data was collected with qualitative descriptive notes taken during the focus groups. The notes were then transcribed into text for analysis.

Consent Process: Participants gave written consent to partake in the focus groups prior to the start of the groups. Parental consent forms were given to parents for those who were under 18 years of age. Participant's names or any other identifying information were not collected from the focus groups. Participants were offered an incentive of being entered into a drawing to receive a \$50 Wal-Mart gift card or given a \$10 Wal-Mart gift card at the door for taking part in the study. At some focus groups food was provided to participants including Chick-fil-A and Dunkin Doughnuts.

Interview Data Collection

Participants and Procedures: The District Attorney's Office, the Statesboro Police Chief, the GSU Campus Police Chief, the state court probation office, and local DUI attorneys were contacted to sit for a 30-60 minute interview about DUI's and alcohol related crashes in Bulloch County. Four representatives were willing to be interviewed: the Statesboro Chief of Police, the Georgia Southern University Chief of Police, the State Court Judge for Bulloch County, and a representative from Georgia Department of Revenue Savannah District. Each of the four interviews was conducted on average for 30 minutes in the interviewees' offices at the convenience of those being interviewed. A semi-structured interview tool provided in the SPF-SIG notebook was used to ask general questions regarding perceptions on contributing factors to the high rates of alcohol related crashes and DUI's in Bulloch County.

Consent Process: Each of the 4 law enforcement representatives gave written consent to participate prior to the interview. A copy of the interview questions was sent to the law enforcement representatives prior to the meetings.

Town Hall Meetings

Participants: Town hall meeting participants in this study were 103 Bulloch County residents. The age of participants ranged from 18 to 56 years old and included an equal proportion both males and females and African Americans and Caucasians.

Procedures: Community contacts were used to set up the locations and participant samples for the 3 town hall meetings in Bulloch County. The first consisted of 30 students and was held at Georgia Southern University in a core class. Student majors, class levels, and ages were evenly distributed and represented the overall GSU student population. The second town hall meeting included 27 youths between the ages 12 to 17 and was held at the Boys and Girls Club of Bulloch County. The majority of participants were African American. The third town hall meeting was held at Willingway Hospital, which is an inpatient drug and alcohol abuse treatment facility. The town hall meeting consisted of 43 participants between the ages 18 to 58 including drug counselors, administrators, staff, and the recovery population, all of whom live in Bulloch County currently.

The GSU town hall meeting and the Willingway Hospital town hall meeting used the same format. A power point presentation explaining the SPF-SIG goals and objectives along with a few Bulloch County statistics and pictures were used to spark conversation. The town hall meeting protocol from the needs assessment notebook was used to facilitate questions to the participants. For the youth town hall meeting, the needs assessment team brought in a speaker with personal DUI experience to speak to the students before asking the suggested town hall meeting questions. Both formats were useful and beneficial in data collection. Each of the three town hall meetings were publicized by the use of flyers and word of mouth, prior to the

meeting dates. Food was also provided to participants including Chick-fil-A and Dunkin Doughnuts.

Consent Process: Participants gave written consent to partake in the town hall meetings prior to the start of the meetings. Participant's names or any other identifying information were not collected from the town hall meetings. Participants were offered an incentive of being entered into a drawing to receive a \$50 Wal-Mart gift card for taking part in the study.

Observations

Procedures: Qualitative observations were collected throughout Bulloch County including the Statesboro, Brooklet, and Portal communities. Observation data was collected on retail availability, pricing and promotion. A total of 64 observations were conducted at bars/restaurants, gas stations and convenient stores, grocery stores, road observations, and liquor stores. The liquor stores were observed outside Bulloch County since there are none inside Bulloch County. However, they have an effect on the county since residents visit these stores to buy hard alcohol.

The following lists observation locations.

- 14 Bars/Restaurants Observations
- 16 Gas Station and Convenient Store Observations
- 8 Grocery Store Observations
- 23 Road Observations
- 2 Liquor Store Observations (outside of Bulloch county, 100 ft. off the county line)

Data Storage and Disposal

All of the focus group notes, surveys, town hall meeting notes, and interview recordings and notes collected were kept in the office of Kristen Harper, the Principal Investigator for the needs assessment portion of the SPF-SIG. After the project was completed, the materials were turned over to Pineland Mental Health Services.

Analysis of Data

The data were analyzed using SPSS 17.0 for Windows (SPSS Inc. 2009). Descriptive statistics (means, standard deviations, and frequency distributions) were obtained for quantitative data. Frequency distributions were analyzed for all relevant items on all surveys (NOMS, Promotions, and Community Perceptions and Social Norms). Two between-groups independent samples t-tests were run on data from the NOMS survey to analyze the relationship between gender and number of drinking days and gender and age of first drink. Qualitative data was analyzed using text from focus group transcripts that was coded and grouped by common ideas. Then common themes were analyzed from the focus groups and meaning and significance were interpreted.

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Table 1. Primary Data Collection

Focus Groups	Observations	Survey Collection	Law Enforcement Interviews	Town Hall Meetings
Boys and Girls Club (14 adults)	14 Bar/Restaurant	197 Community Perceptions	Commander Russell Chief of campus police	GSU (30 adults)
GSU (8 adults)	20 Gas Station and Convenient Store	92 Alcohol Promotion	Commander Holloway Chief of city police	Boys and Girls Club (30 youths)
RJ's Restaurant (16 adults)	5 Grocery Store	112 NOMS	Judge Mikell Judge of State Court	Willingway Hospital (43 adults)
Bulloch Alcohol and Drug Council (10 adults)	23 Road	39 Willingway Hospital NOMS	Ron Huckaby Department of Revenue	
Unitarian Universalist Church (14 adults)	2 Liquor Stores (out of county, near Bulloch Co. line)			
Voces Unidas (8 adults)				

III. Contextual Results (Cores 1, 2 and 3)

Subgroups Most Impacted by Alcohol-Related Crashes

There was a total of 741 Alcohol-related Crashes & Fatalities from 2002–2008 in Bulloch County.³ Table 2 and Figure 3 provide a further break down of the totals by year. Bulloch County alcohol related fatalities contribute 33% of all crash fatalities compared to the state of Georgia overall having 28% alcohol related fatalities.⁴ This is 5% higher than the state of Georgia and demonstrates the need for investigation of the contributing factors influencing the high rate of crashes in Bulloch County. Figure 4. shows the percentage of alcohol related fatalities in Georgia.

Table 2. Total Alcohol Related Crashes 2002-2008³

County	2002	2003	2004	2005	2006	2007	2008
Bulloch	106	95	108	81	111	122	118
Total Alcohol-related Crashes & Fatalities: 2002–2008							741

Figure 3. Alcohol related Crashes and Fatalities Bulloch County 2002-2008³

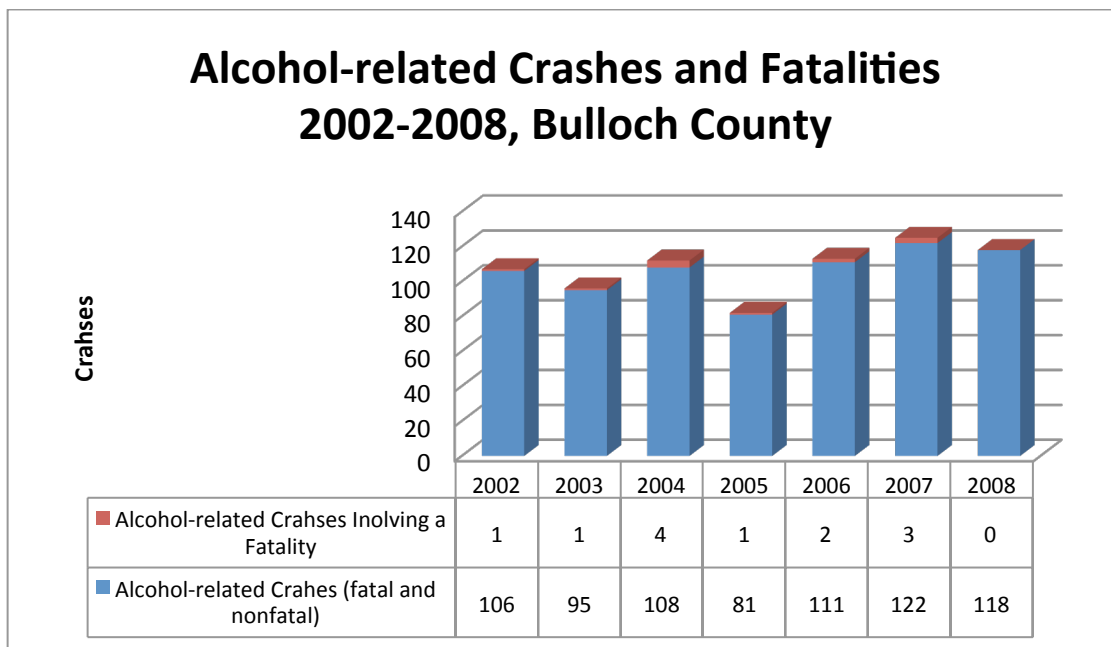


Figure 4. State of Georgia Alcohol Related Fatalities Map⁴

NHTSA Region IV – Alcohol Impaired Related Fatalities, 2008
Percent Mapped w/ Numbers

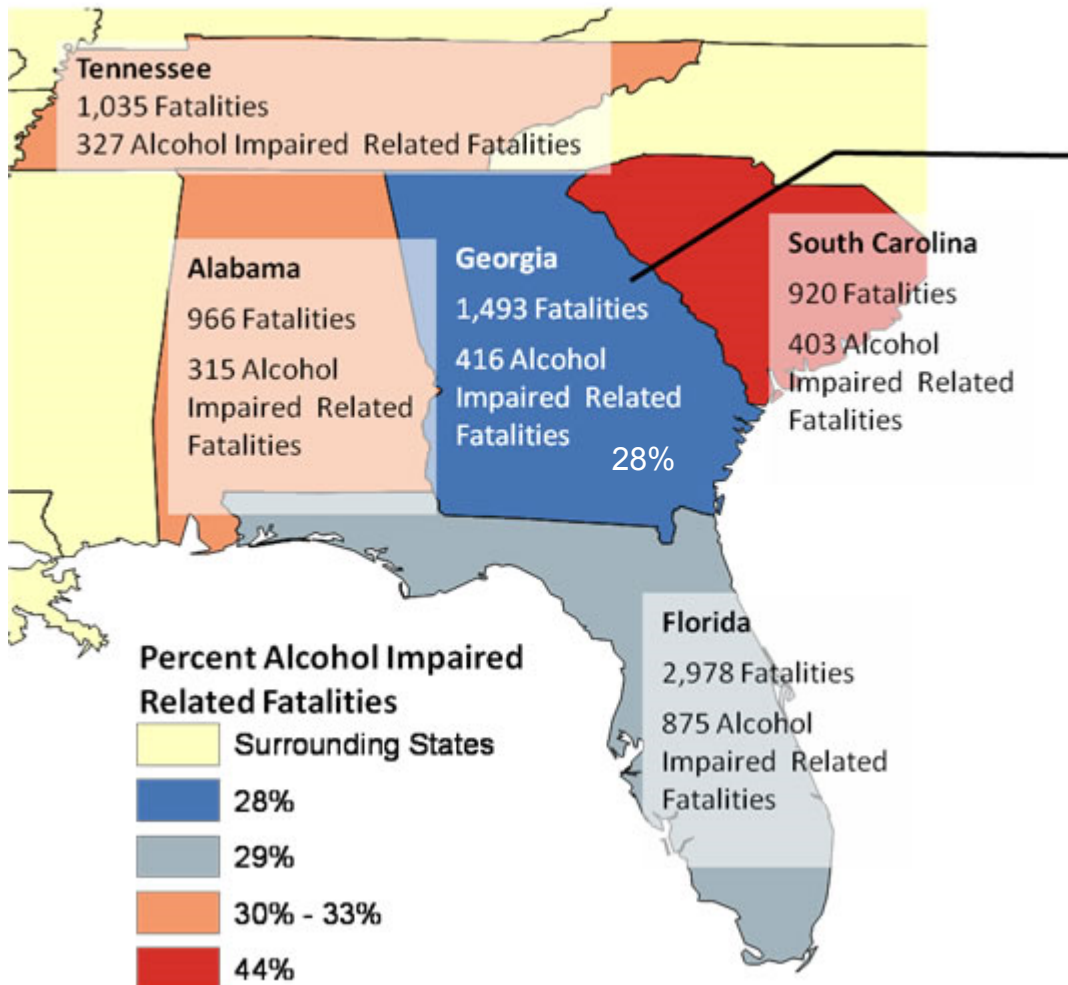
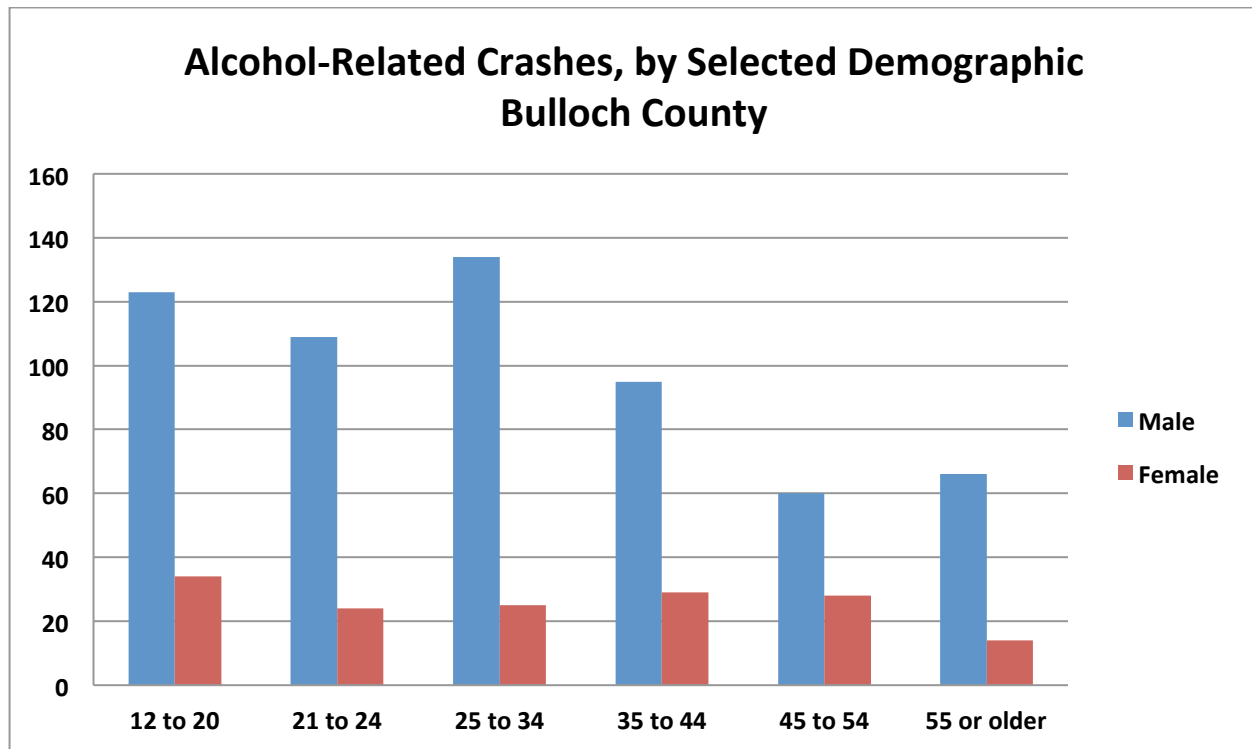


Table 3. Male and Female Subgroups Most Affected by Alcohol-Related Crashes and Fatalities³

Gender	12 to 20	21 to 24	25 to 34	35 to 44	45 to 54	55+
Male	123	109	134	95	60	66
Female	34	24	25	29	28	14

Figure 5. Alcohol Related Crashes by Demographic in Bulloch County³



There were a total of 741 crashes from 2002-2008 in Bulloch Co. Of these crashes, 587 involved male drivers indicating that males are responsible for 80% of alcohol related crashes and fatalities from 2002-2008. Table 3 and Figure 5 above show the “high risk” male subgroup for causing alcohol-related crashes and fatalities is the **25-34** year old population with the **12-20** year old population closely following behind.³

The total female drivers impacted from 2002-2008 is 154 crashes, with the “high risk” female groups **12 to 20** year old age group, followed closely by the **35 to 44** year old age group³.

Unlike the male totals, the total alcohol-related crashes for female age groups are similar for each age group. There does not appear to be one particular group that is significantly higher than the other age groups. Table 3 shows the female subgroups most affected by alcohol-related crashes and fatalities.

Geographic Area Where Alcohol-Related Crashes and Fatalities Occur

Most alcohol related crashes occur within the Statesboro community as there are large clusters of crashes located within the Statesboro City limits. However, most of the crash fatalities are located farther out in the county on rural roads. Based on secondary data provided by the Department of Transportation, the majority of the 741 crashes and fatalities that occurred in Bulloch County between 2002 and 2008 occurred on the following 14 roads:

1. Georgia Avenue
2. Lanier Dr.
3. Langston Chapel/Burkhalter
4. Fair Rd.
5. Tillman Rd.
6. South Main Street
7. Highway 80 (Northside Dr.)
8. Old Register Rd./Langston Chapel/Hwy 46
9. Intersection of Hwy 67/Hwy 46
10. Hwy 24 and Clito Rd.
11. Old Register Rd./301 Bypass
12. Country Club Rd.
13. Interstate 16
14. Highway 26

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The following maps depicted in Figure 6 and Figure 7 show the alcohol related crashes in Bulloch County for the years 2002 to 2008. Figure 7 is focused in on the Statesboro community which is in the center of the county and has the largest concentration of crashes in the county.

Figure 6. Bulloch County Map of Alcohol related Crashes 2002-2008⁵

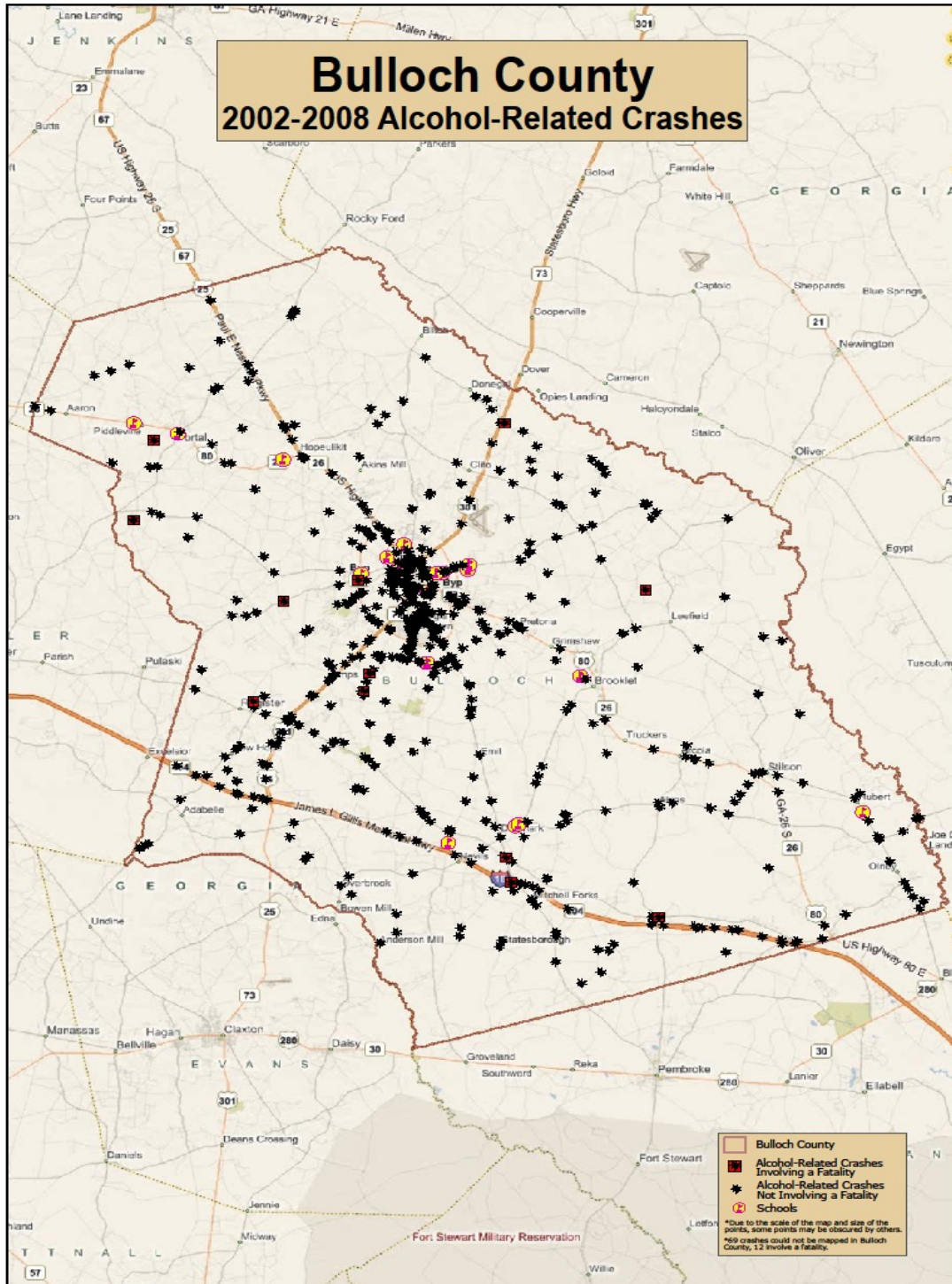
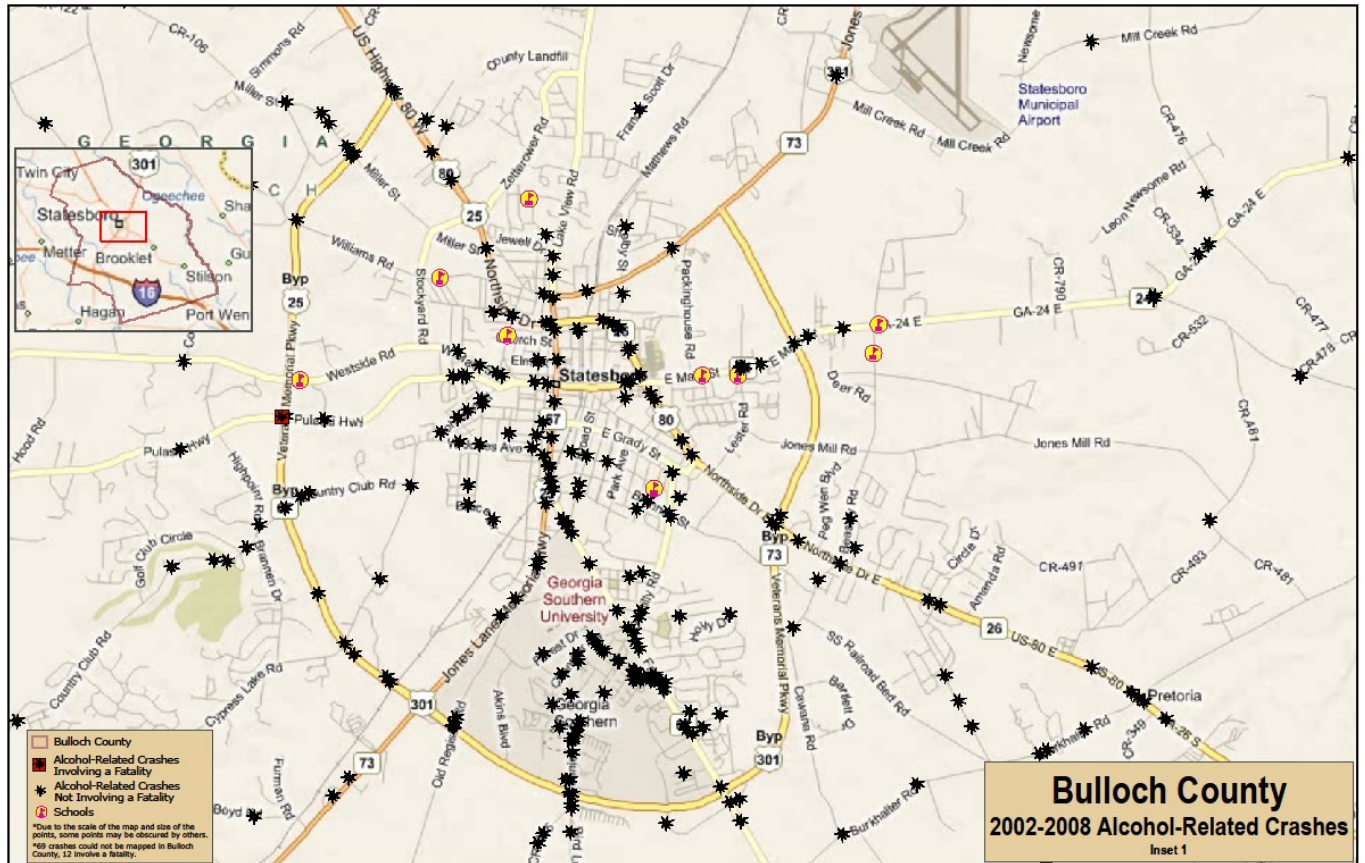


Figure 7. Bulloch County Map of Alcohol related Crashes 2002-2008 Concentrated on Statesboro⁵

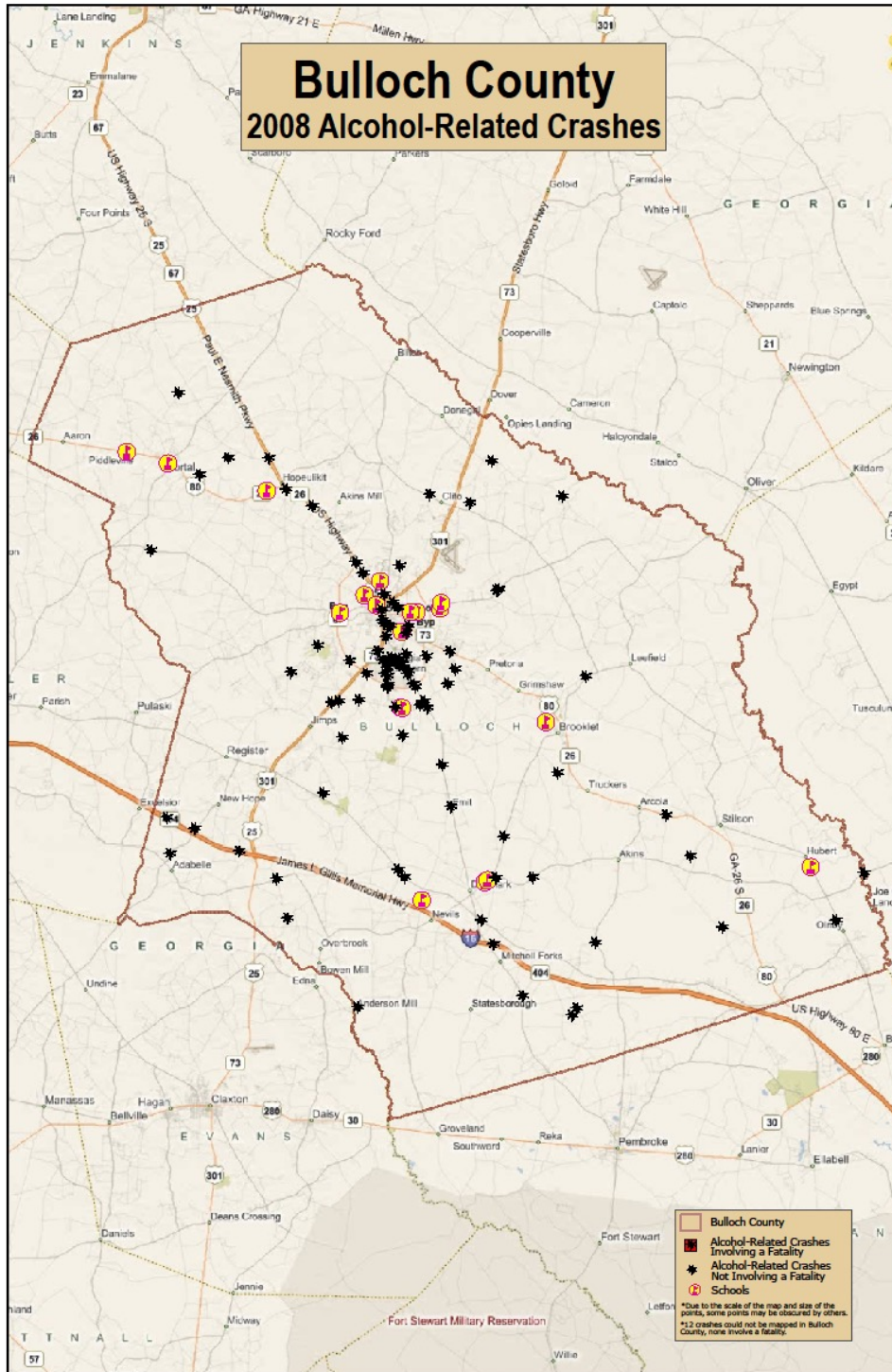


Data on what time of day alcohol related crashes occur in Bulloch County is not collected according to Bulloch County law enforcement officials.

Similarly to the maps shown above for 2002 to 2008, most alcohol related crashes occurred within the Statesboro City limits and some crashes occurred farther out in the county on rural roads. Alcohol related crashes and fatalities in Bulloch County in 2008 occurred on the following 8 roads:

1. Georgia Avenue
2. Lanier Dr.
3. Langston Chapel/Burkhalter
4. Fair Rd./ Hwy 67
5. South Main Street
6. Highway 80 (Northside Dr.)
7. Old Register Rd./Langston Chapel
8. Interstate 16

Figure 8. Bulloch County Map of Alcohol related Crashes 2008⁵



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Figure 9. Bulloch County Map of Alcohol related Crashes 2008 Concentrated on Statesboro⁵

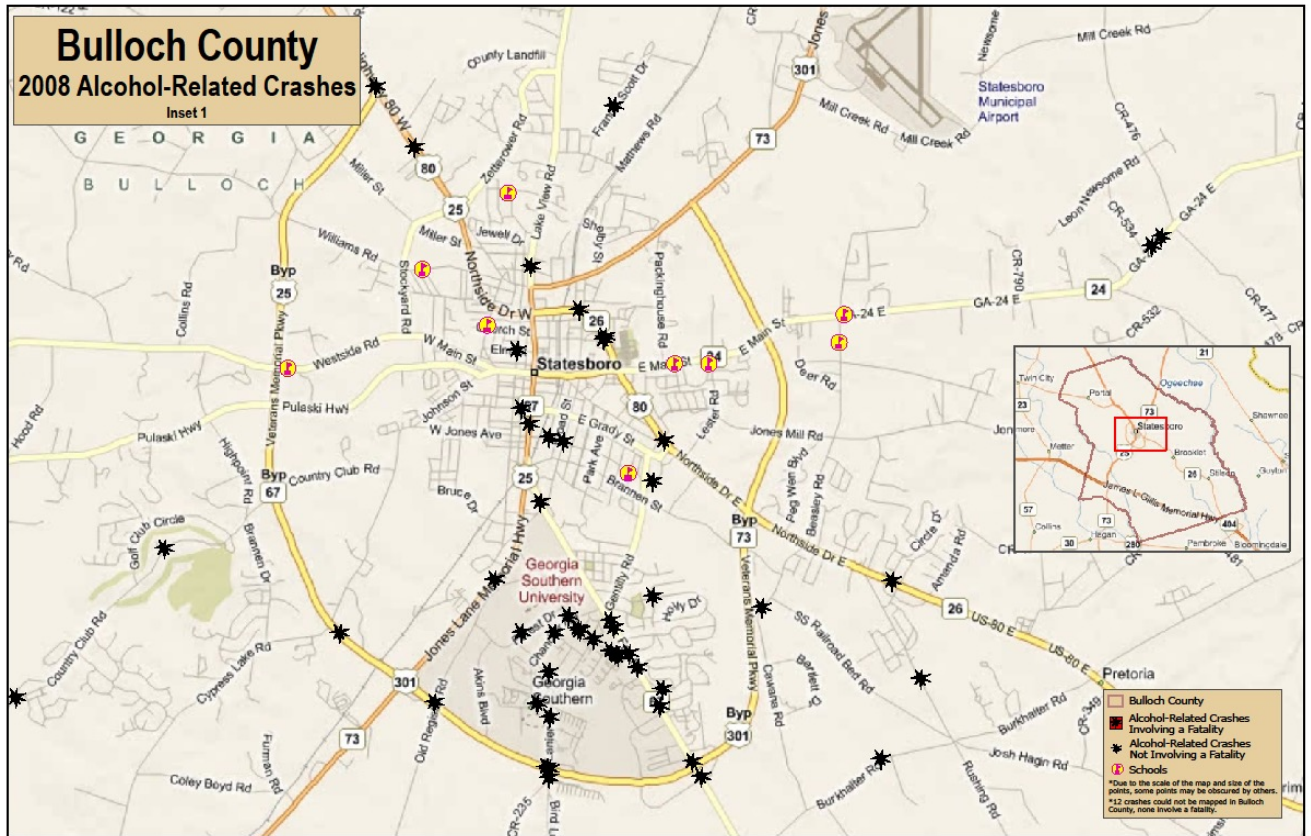
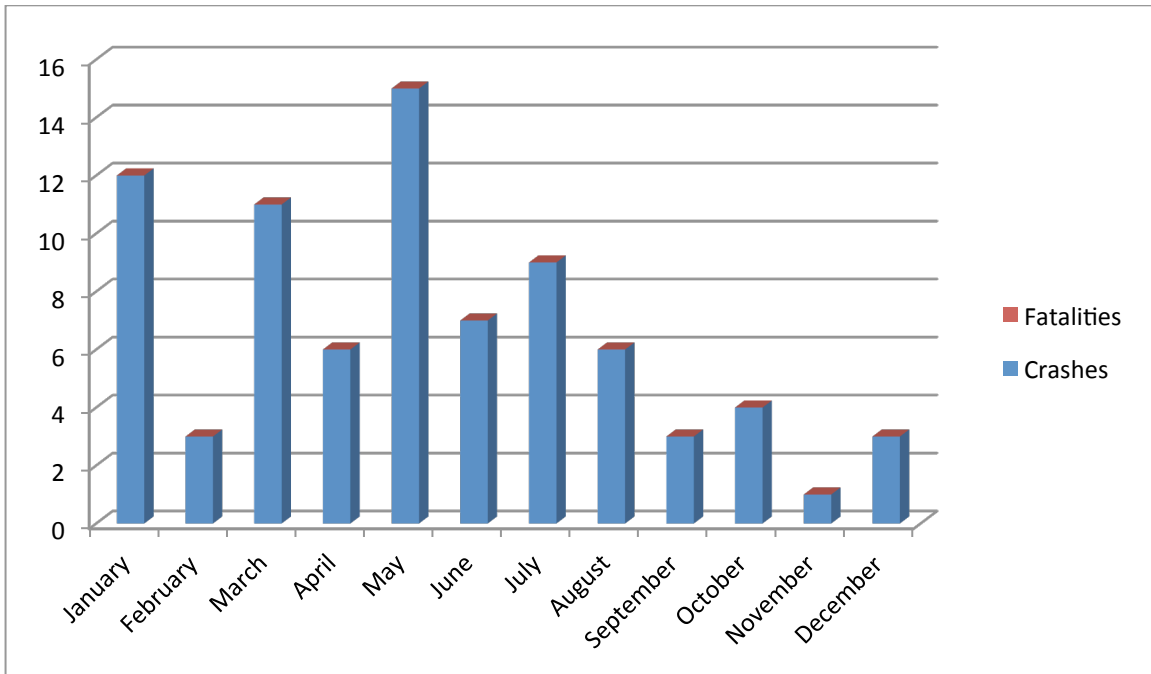


Figure 10. below shows alcohol related crashes for Bulloch County for 2009 by month. The months with the highest number of crashes were January, March, and May.

Figure 10. Bulloch County Alcohol Related Crashes by Month for 2009⁶



The following figures show the alcohol related crashes for Bulloch County for 2006 to 2008 by month. In 2006 the highest number of crashes occurred in April, June, November, and December. In 2007 the highest number of crashes occurred in January, April, May, and September. In 2007 the highest number of crashes occurred in January, August, and October. There were no consistent trends in the number of monthly crashes when each year is compared. However, when the crashes are combined for the years 2006 to 2009 the highest amount of crashes occurred in the months January, March, April, and May.

Figure 11. Bulloch County Alcohol Related Crashes by Month for 2006⁶

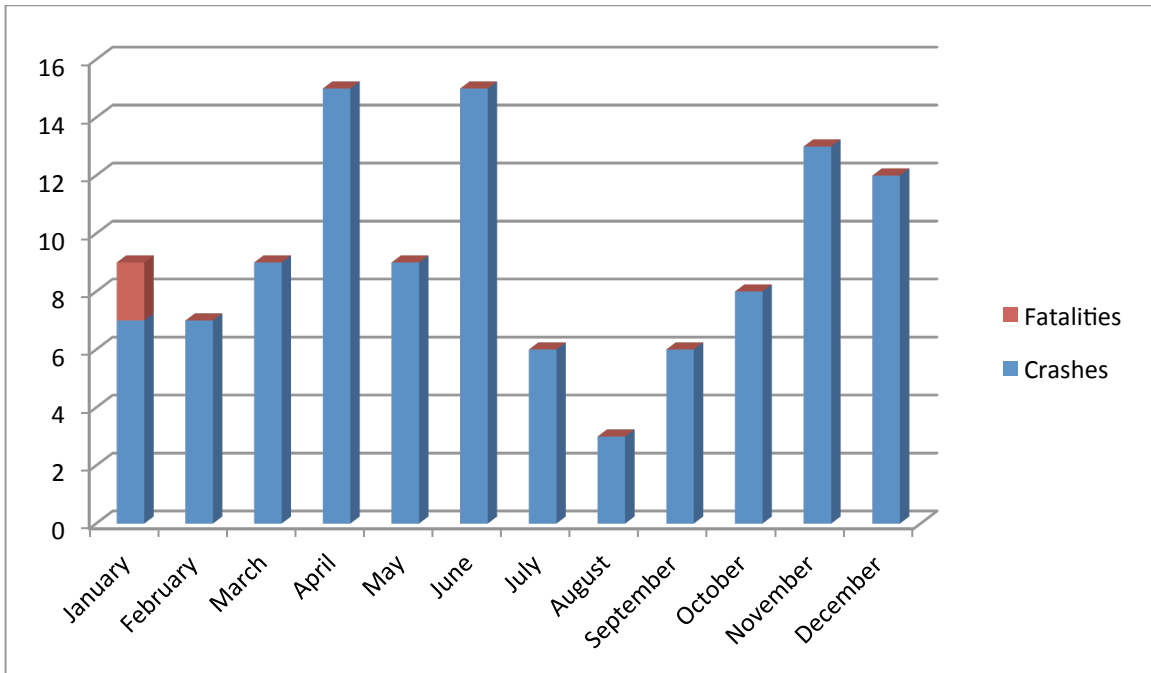


Figure 12. Bulloch County Alcohol Related Crashes by Month for 2007⁶

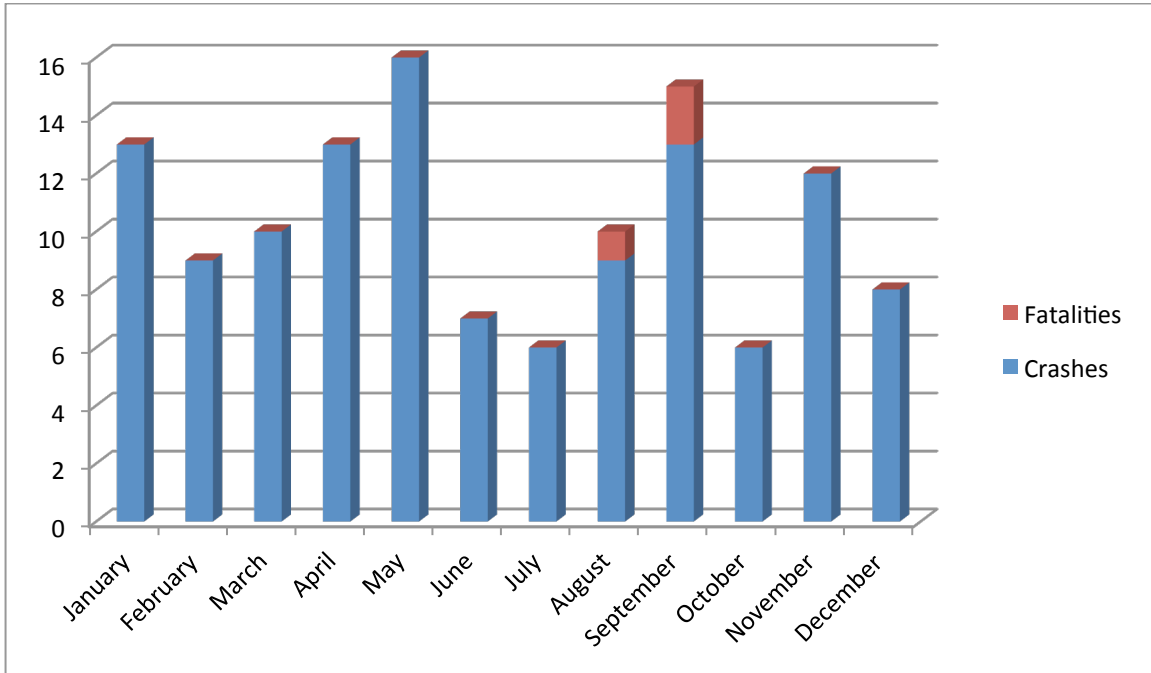


Figure 13. Bulloch County Alcohol Related Crashes by Month for 2008⁶

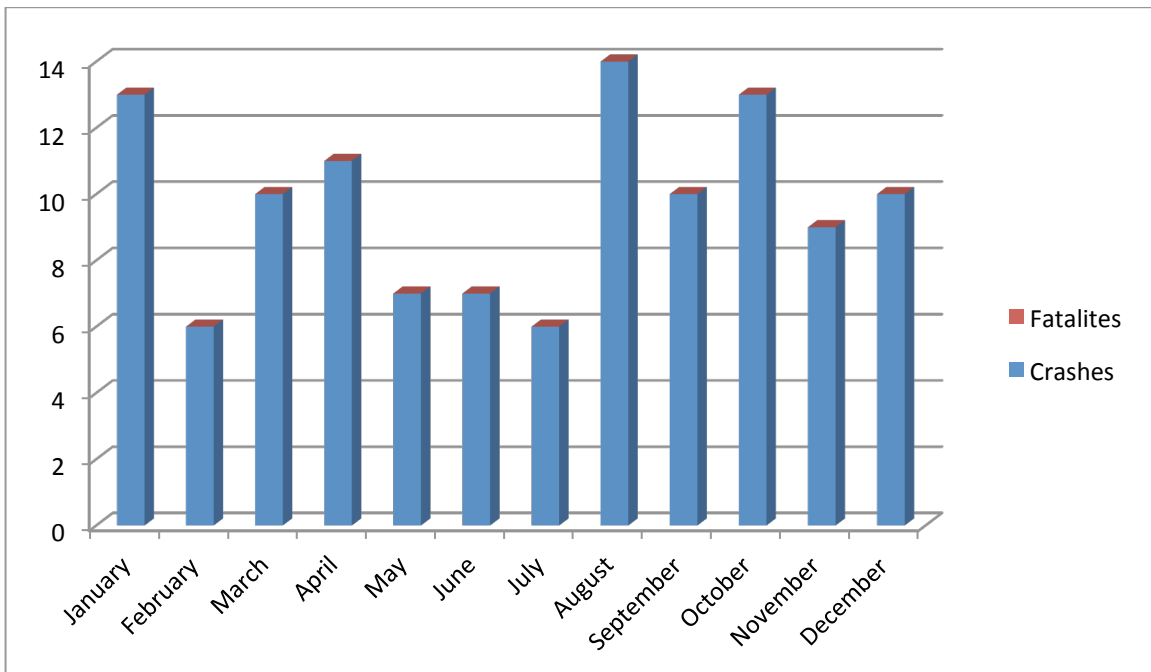
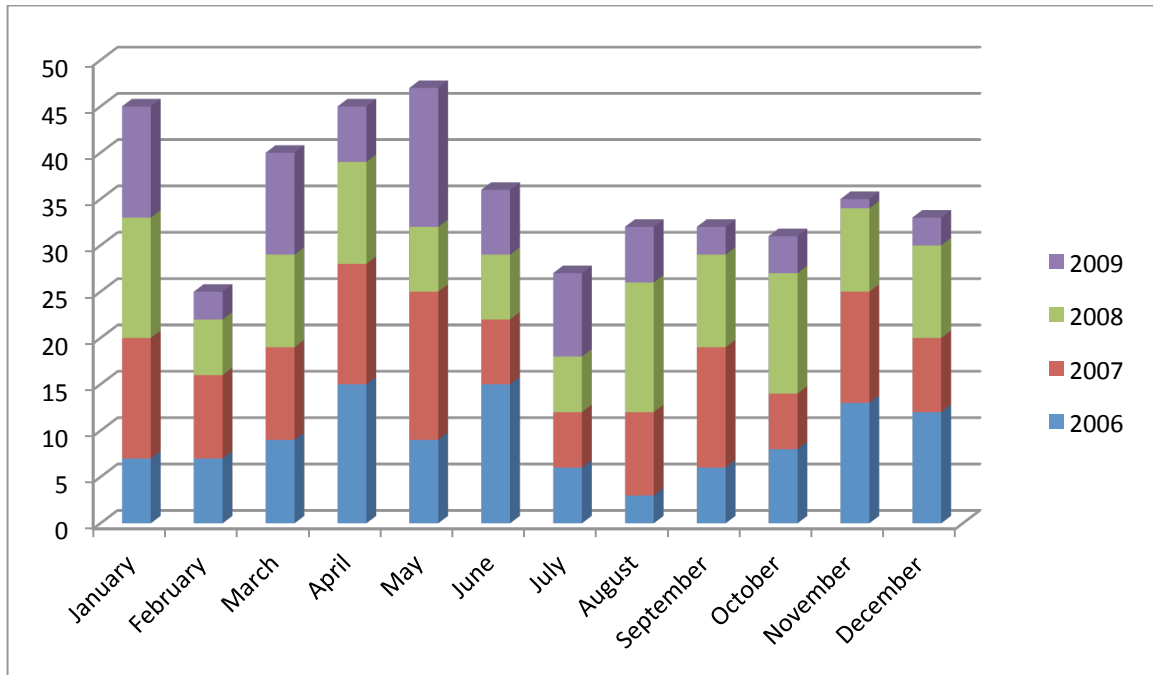


Figure 14. Bulloch County Alcohol Related Crashes by Month for 2006-2009⁶



Alcohol Related Crash and Fatalities Patterns

Table 4. Contextual Results Patterns

Who	Males age groups 25-34 year olds and 12-20 year olds
Where	Large clusters of crashes in Statesboro community and crash fatalities on rural county roads
When	Months January, March, April, and May
Why	Driving home after drinking, driving dirt roads and drinking for fun

In Bulloch County the population contributing the most to alcohol related crashes is males within the age groups 12-20 year olds and 25-34 year olds. These two age groups are contributing to 36% of Bulloch County’s alcohol related crashes. Large clusters of crashes occur in the Statesboro city limits and many of the crash fatalities are located farther out on the rural

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county roads. The highest amount of alcohol crashes occurred in the months January, March, April, and May for the combined years 2006 to 2009. Information on the time of day crashes occur is not collected by local law officials.

IV. Intervening Variables Results (Core 4)

a. Intervening Variable: Retail Availability

Retail availability refers to how available alcohol is in our community and how easy it is to obtain. Per the guidelines of the Needs Assessment Workbook we have observed areas that affect the availability of alcohol.

1. Liquor Permits Per Capita
2. Alcohol Availability
3. Community Access (alcohol sales regulations) & Bar Availability

Also identified and explored in detail were the **contributing factors of;**

1. ID Issues (use of fake ID's, failure to check, etc)
2. Compliance with Laws/Regulations (sales to minors, bootlegging, etc)
3. Density (high density sales, population, roadways, etc)
4. Product Characteristics (kegs, 24-ounce cans, quart bottles, etc)
5. Employees (enforcement of the law and penalties)
6. Product Placement (shoplifting, segregated sales, etc)

Liquor permits per capita.

In total throughout Bulloch County 120 businesses sell alcohol (on or off premise) and 45 of the 120 have permits for "On Premise Consumption." There is no permit for retail sales of distilled spirits (liquor stores). However, distilled spirits can be sold at a consumption on premise level (bars/restaurants). Alcoholic Beverage Licenses are cheap and easy to obtain in Bulloch County. They fall under 4 categories: Retail Beer and Wine Packaged Only (\$1250 license), Retail Beer and Wine by the Drink (\$1250 license), Beer, Wine and Liquor by Drink (\$3750 license), and Wholesale License (\$1000 license). In addition, the application process is very short with no known limit to permits allowed in Bulloch County and permit proximity restrictions (distance

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requirements from where alcohol is sold to schools, churches, etc) are easily avoided through exemption by meeting a few simple requirements.

Figure 15. Map of Active Alcohol Licenses and Permits in Bulloch County 2010⁵

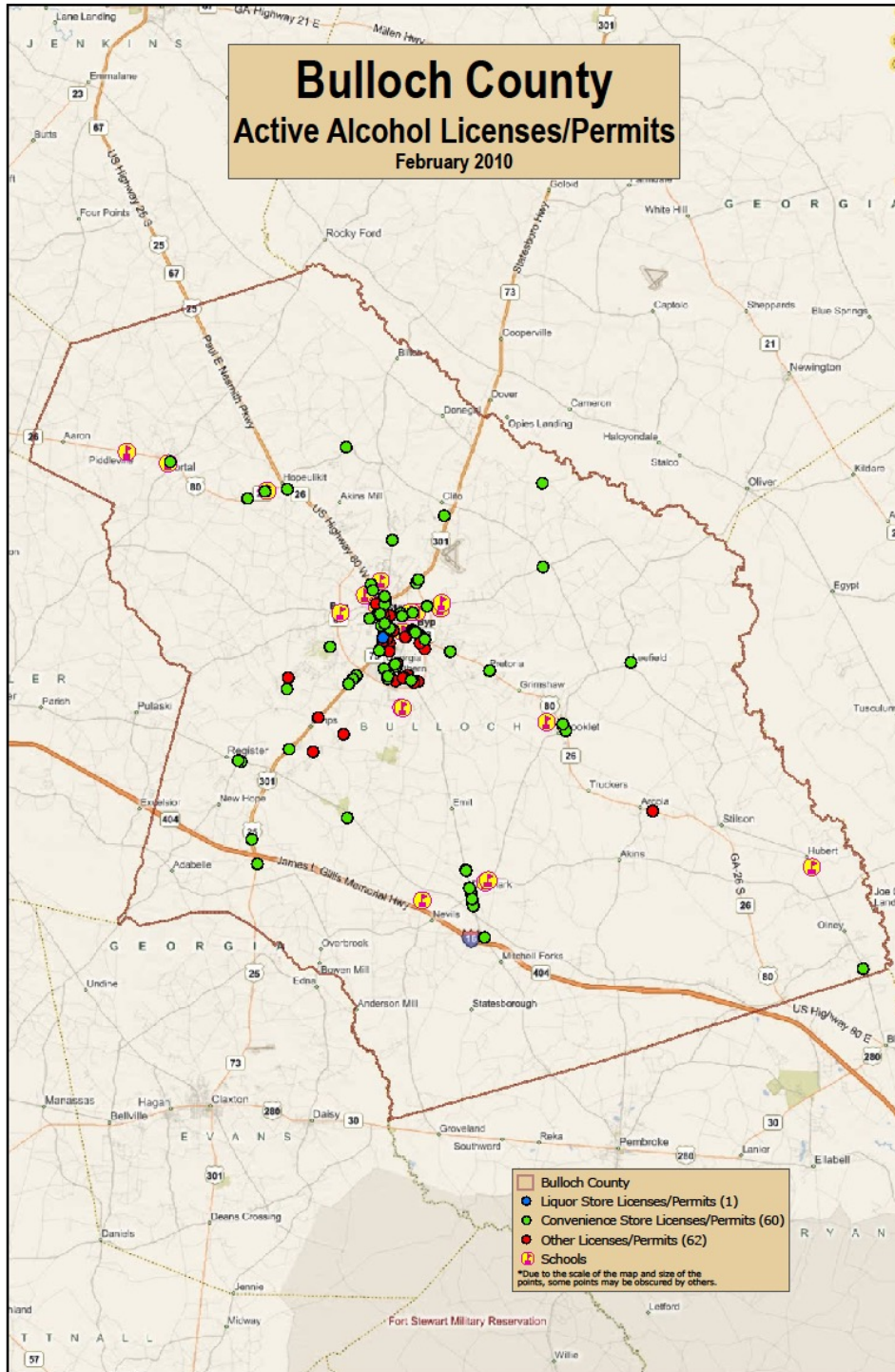
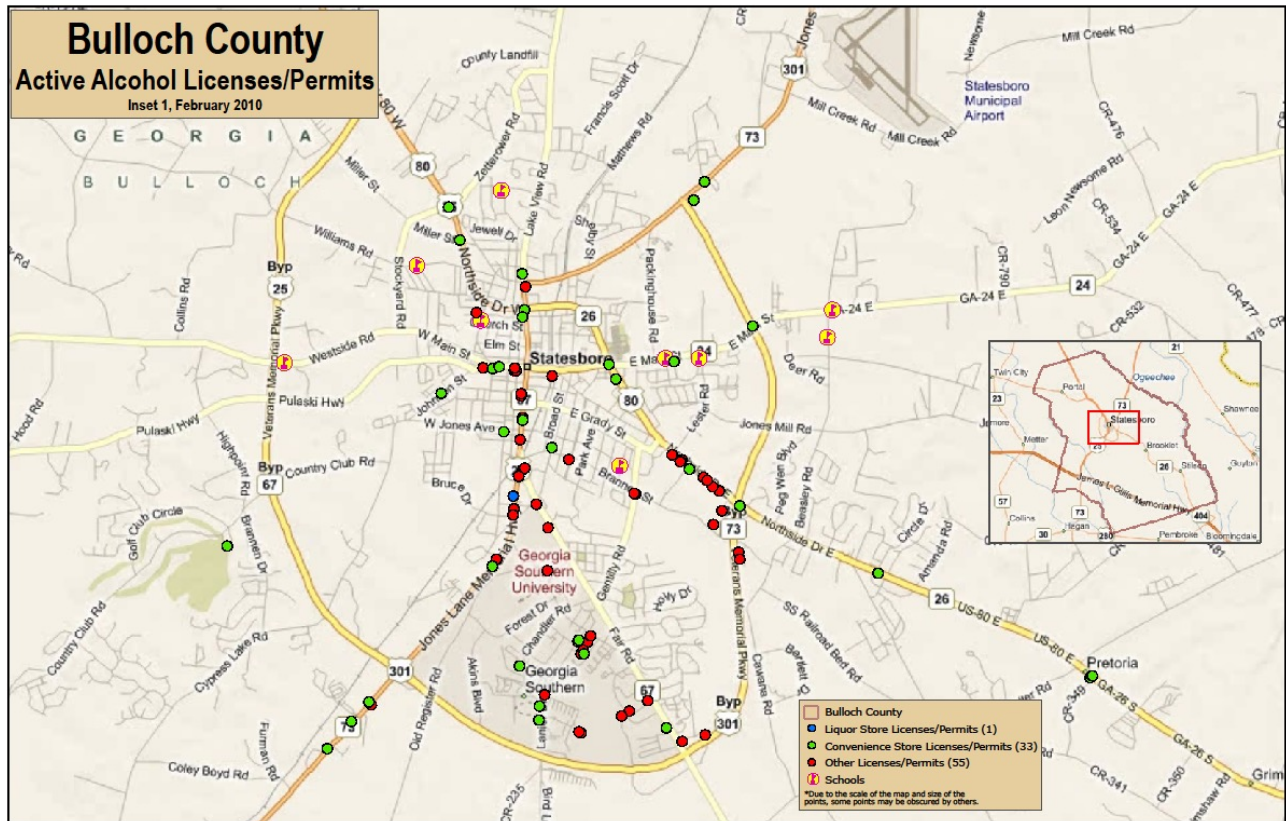


Figure 16. Map of Active Alcohol Licenses and Permits in Bulloch County 2010 Concentrated on Statesboro⁵



Alcohol Availability

Statesboro is known to be a “dry” county as distilled spirits can only be sold by the drink at locations with the appropriate liquor permits and no alcohol sales take place on Sundays but in reality Bulloch County is very much a “wet” county. With 120 businesses inclusive of grocery stores, bars, restaurants, gas stations, convenience stores, beer and wine stores – anyone of age has ample alcohol availability. In addition, a high concentration of businesses selling alcohol (including bars/restaurants, beer and wine stores, and convenience stores) are located in the vicinity of Georgia Southern University and by all student living areas. These associated

roads have the highest level of alcohol related crashes. We were able to observe roadways with the majority of alcohol related crashes and have included a brief narrative below:

Lanier Rd:

- GSU Stadium
- All night dining restaurant
- 10 College Living Apartment complexes on Lanier
- Beginning of campus dorms towards end
- 3 Gas Stations/Convenient Stores where beer and wine are sold
 - One convenient store with mock liquor
 - 2 walk-in coolers in convenient stores
- 5 bars/restaurants, 1 Hookah Bar
- Tight road, available lighting and shoulders

Georgia Ave:

- Head shop (tobacco paraphernalia)
- 5 bars/restaurants
- 200 feet from campus dorms
- Large parking lot for bar/restaurant parking
- Convenient store (Fast and Easy)
- Sharp corner (15 miles sign and warning signs)
- Corner of Hwy 67 and Georgia Ave. high rate of accidents

Hawthorne Rd:

- College living/apartments/duplexes
- Narrow road
- Near campus, directly off of Hwy 67

Langston Chapel:

- Lengthy rural road
- No available street lighting

- Corner of Langston Chapel and Old Register Rd., 2 fatalities recorded
 - 4 way stop, mobile home park 50 feet from 4 way stop
 - Curvy roads, no available lighting or caution signs for corners
 - Alternate route to avoid main highways and interstate
- Middle and Elementary School
- Technical College at the end of Langston Chapel

Old Register Rd:

- Corner of Old Register Rd. and 301 Bypass
 - Blind spot due to a large hill
 - Connects to GSU campus
 - No caution light, stops signs are utilized

Burkhalter Rd:

- Corner of Burkhalter and Hwy 80 large intersection
 - Beginning of Langston Chapel
 - 2 Convenient Stores
 - 1 of the 2 stores has a very large selection of wine and mock wines, mixers, and several sales on large amounts of beer.

Downtown - South Main and Fair Rd:

- No traffic light
- Triangle barrier in the center of intersection
- 2 railroad crossings
- 4 stops signs and 1 yield sign

- 2 bar/restaurants located near intersection

Community Access (alcohol sales regulations) and Bar Availability

We observed 14 bars/restaurants, 2 liquor stores (on Bulloch County line), 5 grocery stores, and 20 gas stations/convenience stores that sell alcohol. By completing the Community Access Assessment Tool we learned that there is ample access to all types of alcohol including high-strength alcohol, beer, wine and malt beverages. High-strength alcohol (distilled spirits), which can only be sold by the drink at restaurants/bars with a “consumption on premise” license, can be sold from 7:00am to 1:00am. Package sales of beer, wine and malt beverages can be sold between the hours of 6:00am and 12:00am. All businesses we observed were in accordance with this.

Home-brewed alcohol (moonshine) is not a prevalent problem in Bulloch County. However, moonshine is available at the homes of people that make it and also is available at one of the liquor stores right off the Bulloch County line.

Bulloch County is not considered a dry county and does not have dry communities either. However, high strength alcohol is not sold in stores for off premise consumption in the county so Bulloch residents drive 15 to 20 minutes out of the county buy hard alcohol at liquor stores right outside the county line. There are patterns of crashes on the roads traveled in Bulloch County to reach the largest liquor store, so the following questions are answered in regards to residents traveling to these stores. Underage and adults drive to the liquor stores off the county line to purchase alcohol since they can't buy hard alcohol in Bulloch County for off premise consumption.

Of the 130 restaurants in Bulloch County, 45 sell alcohol with a “consumption on premise” license. All businesses selling alcohol can serve Monday through Saturday. Per the Bulloch County alcohol regulations, alcohol sales for businesses with a “consumption on premise” license must not exceed 50% of total sales. Although all establishments have food menus, during our observations we did not witness any patrons purchasing food at the “Plaza” bars

(Bars located in downtown GSU plaza, Georgia Ave). Also, it is the policy of “Plaza” bars that you must be 18 years of age to enter and 21 years of age to drink. This is determined upon entry by the doorman/bouncer and two different color wristbands are used accordingly. In these cases bar owners are even making their establishments available to people under the legal drinking age making alcohol very accessible and available to our student population. In addition, the cluster of bar/restaurants near campus is where the greatest amount of alcohol related crashes take place.

We observed how alcohol is bought and sold to different socioeconomic groups. Convenience stores/gas stations located in predominantly African American lower income neighborhoods sold more single units of alcohol at discount prices (e.g., single cans of beer, high-alcohol content cheap wine, single malt beverages). Alcohol in these neighborhoods was made more available for consumers by providing smaller quantities and cheaper brands. Also, it was observed that many patrons travel by foot instead of driving a vehicle. Conversely, retail sales of alcohol located near campus and in higher income neighborhoods provide larger quantities of alcohol and more expensive brands. Alcohol is made more available for consumers here with extensive selections of larger quantity units, more expensive brands, and they are available chilled (these locations all had larger refrigeration units and/or walk-in coolers). In these neighborhoods most patrons are traveling in a motor vehicle and several establishments make alcohol more available by providing drive through beer stores.

Finally, focus groups and town hall meetings were also used to identify contributing factors influencing retail availability. Although focus groups and town hall meetings were not suggested to use for data collection on retail availability, discussion naturally drifted to address how alcohol was obtained in the community. Many participants discussed that fake ID’s and shoulder tapping are used to obtain alcohol and bars are very accessible and available in

Bulloch County. The following common themes ID issues, shoulder tapping, and bar accessibility emerged from the qualitative information collected.

1. ID issues

- “Fake ID’s used”
- “Fake id’s are made or real id’s taken from older siblings”
- “Under 18 get into clubs/bars, you can’t tell if they are underage and they have fake ID’s”
- “People under age 21 usually obtain alcohol with fake ID’s”
- “Students get alcohol with fake id’s”
- “Convenience stores with Indian people don’t ID people buying alcohol”
- “Temporary paper ID’s are easy to make fake ID’s with”
- “Go to bars-they don’t really check ID’s. Ask someone who is older. Fake ID’s.

2. Shoulder tapping

- “Underage get someone to buy it for them”
- “Pay strangers to buy, pretty resourceful”
- “Pay strangers to buy for them”
- “Get alcohol from strangers, kids offer money to them”

3. Bar Accessibility

- “Clubs/bars let underage in”
- “Some bars check id’s quickly and don’t look for the peach hologram so they don’t find fake id’s”
- “Underage college students get into bars”
- “People underage get older students to buy drinks”
- “You can get alcohol underage if you know the bouncers and bartenders”
- “People can get alcohol if they have money flowing”

- “Bars close to where you live makes alcohol easily accessible and promotes bad behaviors”
- “Proximity of bars to dorms important, you can walk home when drunk”
- “Interesting to drive Thursday nights on campus – so many streetwalkers”

Discussion

In total throughout Bulloch County 120 businesses including grocery stores, bars, restaurants, gas stations, convenience stores, beer and wine stores that sell alcohol on or off premise.

There are no permits for retail sales of distilled spirits (liquor stores). However, distilled spirits can be sold at bars and restaurants. A high concentration of bars, restaurants, beer and wine stores, and convenience stores are located in the vicinity of Georgia Southern University and by all student living areas. These roads nearby have the highest level of alcohol related crashes including Lanier Rd, Georgia Ave, Hawthorne Rd, Langston Chapel, Old Register Rd, Burkhalter Rd, South Main St, and Fair Rd. Store observations revealed that downtown Statesboro neighborhoods sold more single units of alcohol at discount prices (e.g., single cans of beer, high-alcohol content cheap wine, single malt beverages). Conversely, retail sales of alcohol located near campus and in higher income neighborhoods had larger quantities of alcohol and more expensive brands with large refrigeration units or walk-in coolers. Focus groups and town hall meetings revealed that fake ID’s and shoulder tapping are used to obtain alcohol and bars are very accessible and available in Bulloch County.

b. Intervening Variable: Social Availability

Social Availability includes obtaining alcohol from friends, associates, and family members, but it also refers to the availability of alcohol gatherings such as parties and other social events where alcohol is provided as part of the event. Areas that affect the social availability of alcohol include:

1. Provision of alcohol to minors
2. Lack of awareness among adults that there are penalties for providing alcohol to minors
3. Community celebrations
4. Availability of unsupervised and other drinking locations
5. Lack of parental monitoring of alcohol supply in the home
6. Belief that lack of chemical – free activities leads to alcohol use
7. Workplace promotion
8. Provision of alcohol/allowance by parents of underage drinking

Data on social availability in Bulloch County was collected through focus groups, town hall meetings, and the Community Perceptions and Social Norms Survey. Per the Community Assessment Workbook, eight areas were identified that affect the social availability of alcohol: provision of alcohol to minors/permission by parents of underage drinking, the availability of unsupervised and other drinking locations, and community events and celebrations.

Qualitative data collected from Focus Groups and Town Hall Meetings concurred with these eight areas. Key questions were asked at these meetings to learn more about the social availability of alcohol. A few examples include the following: Where are youths getting alcohol? Where do adults obtain alcohol? Where is it consumed? Also, questions were asked looking at people’s perception of providing alcohol to minors, underage parties, and to what extent social availability really contributes to alcohol related crashes. The following quotes were pulled from our data collected from Focus Groups and Town Hall Meetings further illustrating the prevalence of these eight areas within our community.

Qualitative data from the focus groups and town hall meetings found the following common reoccurring themes: provision of alcohol to minors/ permission by parents of underage drinking, the availability of unsupervised and other drinking locations, community events and celebrations, easy access to alcohol, and where alcohol is obtained and consumed by youth and adults.

1. Provision of alcohol to minors/ permission by parents of underage drinking
 - “At underage drinking parties under parents supervision is ok since they teach responsible drinking and how to drink right”
 - “Mentality of “it’s ok they’re just kids” when underage drink”
 - “Parents let kids drink”
 - “Parents think it’s ok to drink in their house”
 - “Adults don’t think it’s a problem if drinking in their home.”
 - “Parents buy alcohol for children. Parents feel safer keeping an eye on kids”
 - “Parents feel understanding because they were there before. Until something happens”
 - “Underage drinking is a big problem. It’s readily available. But, not any more of a problem than anywhere else.”
 - “Kids ask adults in stores to buy it for them and they do it”
 - “Parents provide alcohol to kids, they would rather keep them from smoking or doing other drugs”
2. Availability of unsupervised and other drinking locations
 - “Underage drink at home, clubs, under trees, fields, the Mall, Wal-Mart, and Kmart parking lots, cars, apartments, fields, off campus, apartments, house parties”
 - “Bulloch County has the most dirt roads in the State of Georgia, mud bogging”
3. Community events and celebrations

- “Frats, law enforcement functions, business after work parties, city council, GSU functions serve alcohol”
 - “Alcohol used for fundraisers i.e. GSU Botanical Gardens Moonlight and Wine”
 - “Weddings and class reunions, people drink and drive home from”
 - “At tailgating drinking is acceptable. Some events are ok”
4. Where underage get alcohol
- “Gas stations, parents, restaurants (El Sombrero), friends, older siblings, parties hosted by older students, older college students, older students buy bottles for younger students, house parties, fake ID’s, know the person selling it, people are friends with bartenders”
 - “People want to make money so they sell alcohol even if they are breaking the law (selling on Sunday or to underage) the small stores (Mexican Tiendas) compete with Wal-Mart”
5. Where underage consume alcohol
- “Cars, parking lots, parents’ homes, apartments, fields, off campus, house parties, bars, anywhere, rivers, campus, private homes”
 - “There are parties out on country roads with lots of underage drinking”
6. Where Adults get alcohol
- “Bars, restaurants, gas stations, liquor stores (the County line), grocery stores”
7. Where adults consume alcohol
- “Bars, dorms, apartments, walking down the street, the country club, restaurants, tailgating is huge”
8. Easy access to alcohol
- “Very easy for underage to get alcohol”
 - “High school students come to Statesboro to get people to buy alcohol, know college students”
 - “It’s easy to get alcohol in Bulloch County”

- “Very easy to get alcohol”
- “Alcohol is easy to get if you are underage”
- “Easy access to alcohol at bars”
- “Just as easy as if you were 21”

Data was also collected about Social Availability using the Community Perceptions and Social Norms Survey. Results pertaining to social availability are below.

Table 5. How Easy Or Difficult Is It For Underage Youths To Obtain Alcohol From The Following People In Your Community?

	Very difficult	Difficult	Easy	Very Easy
Older siblings	2.2%	7.8%	58.3%	31.7%
Parents	12.8%	50.8%	32.4%	3.9%
Friends	2.2%	5.0%	46.7%	46.1%
Adult strangers	8.1%	41.6%	39.3%	11.0%

Table 6. How Serious Of A Problem Is It That Parents In Your Community Provide Alcohol At Parties That Their Children Host?

Answer Options	Response %
Very serious problem	16.7%
Serious problem	30.0%
Somewhat of a problem	41.1%
Not a problem at all	12.2%

Figure 17. Ease of Underage Youths to Obtain Alcohol from Parents

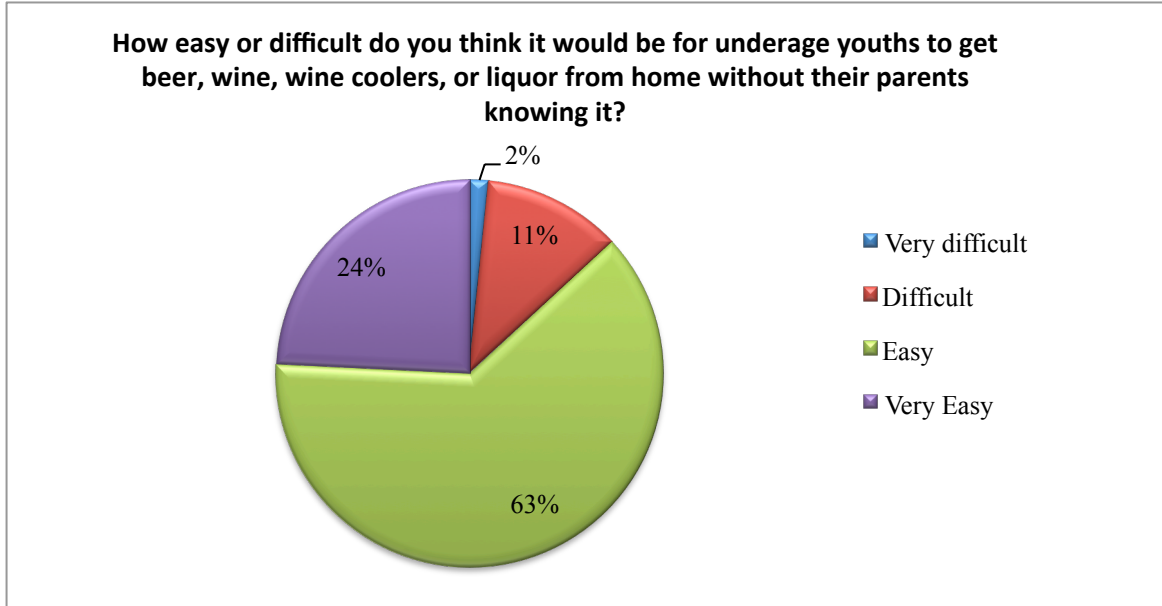


Figure 18. Parents Provide Alcohol to Children at Parties

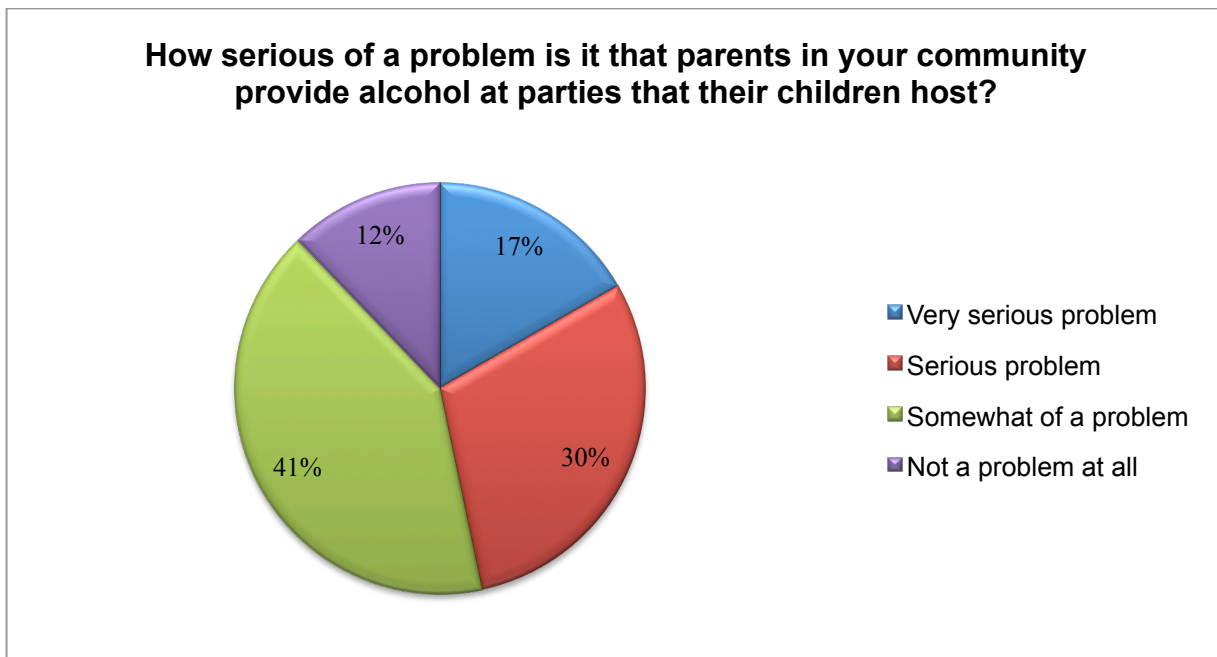
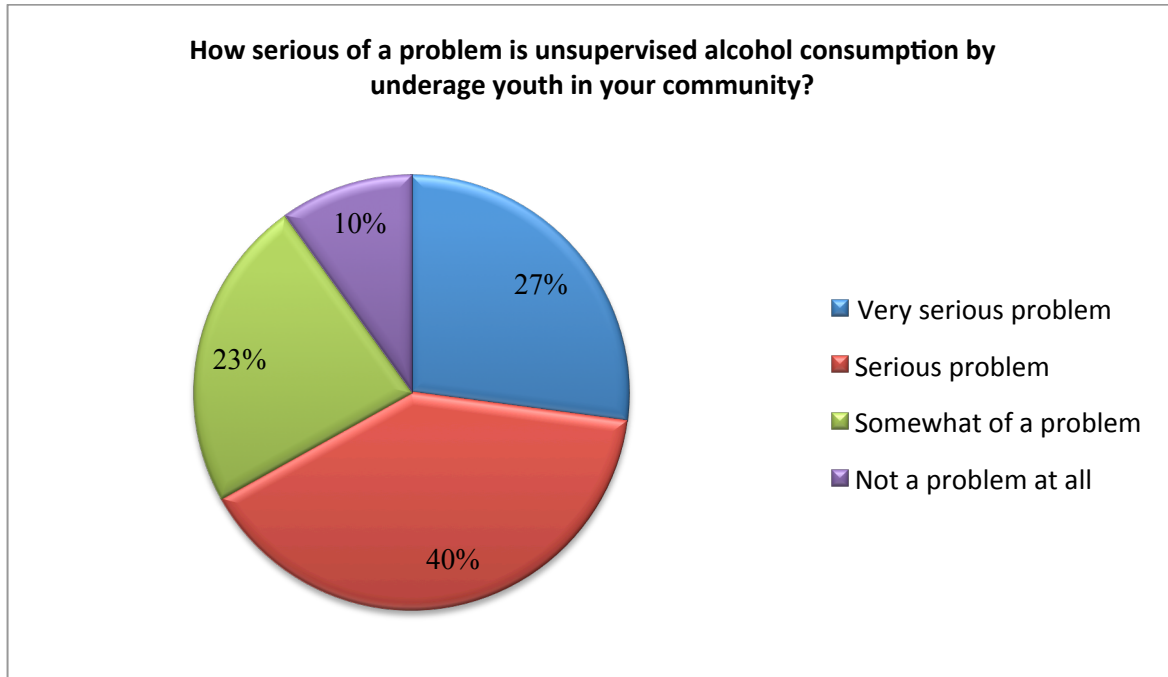


Figure 19. Severity of Alcohol Consumption by Underage Youths (15 To 20 Years Old) At Unsupervised Locations



Discussion

Based on the data collected from this section, social availability was ranked by the CLEOW as having a major impact on alcohol related crashes and fatalities in Bulloch County. Contributing factors influencing social availability were identified as adults purchasing alcohol for minors, parental permission of underage drinking, the high availability of unsupervised drinking locations, and lack of parental monitoring in the home. Qualitative data from town hall meetings and focus groups revealed that adults purchase alcohol for minors. This includes parents buying alcohol for their underage children and friends as well as older college students (over 21) purchasing alcohol for underage college students. In the community it is very socially accepted and easy for younger underage high school and college students to obtain alcohol from older college students. Another huge contributing factor is parental permission of underage drinking. Our findings concluded that adults in the community do not believe allowing underage to drink in their home is a problem since they feel safer keeping an eye on

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their kids. Parents also view underage drinking as a rite of passage since they were once there. The high availability of unsupervised drinking locations also plays an important role in social availability. Data revealed that underage high school and college students drink at fields, store parking lots, cars, apartments, house parties, and dirt roads. Bulloch County has many secluded locations (fields and dirt roads) where underage drinking is not detected. Also there is a high amount of off campus apartments and houses where drinking and college parties take place. Lack of parental monitoring in the home was identified as the final contributing factor. Many parents do not feel drinking in their home is a problem. Overwhelmingly, our data revealed it is easy for youths to obtain alcohol from parents' homes without their knowledge.

c. Intervening Variable: Enforcement and Adjudication

Enforcement and adjudication involves the rules and regulations surrounding alcohol and driving a vehicle after drinking alcohol and includes authority figures that make or enforce the rules. Because laws vary, we considered the laws as currently approved for Bulloch County and the State of Georgia. Possible contributing factors for law enforcement and adjudication include:

1. Resources
2. Law enforcement practice
3. Judicial practice
4. Parental enforcement

Data Collection

Data on law enforcement and adjudication in Bulloch County was collected through law enforcement interviews, data provided by law enforcement officials, and focus groups and town hall meetings. Although focus groups and town hall meetings were not recommended to assess enforcement and adjudication, discussions lead to the contributing factor of parental and school enforcement. Qualitative data from the focus groups and town hall meetings found parental and school enforcement as a common reoccurring theme.

9. Parental and School Enforcement
 - “School system (Bulloch County) is in denial about drinking”
 - “Community turns a blind eye, they know about it. Drinking seen as a rite of passage, normal”
 - “Adults don’t think it’s a problem if drinking in their home”
 - “Schools deal with kids that get caught with drug and alcohol issues, does a good job”

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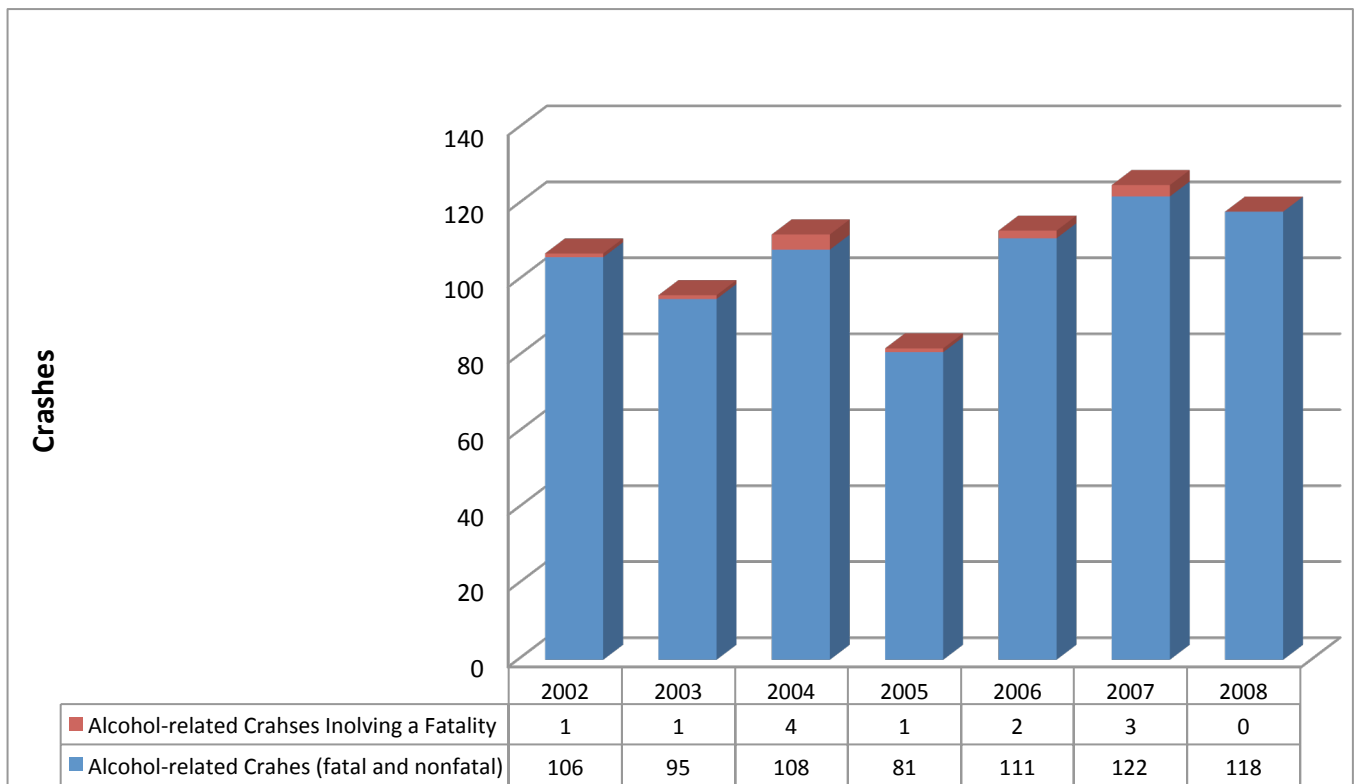
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- “The police make an effort to calm down the alcohol, but the police are crooked. One student got out of 2 DUI’s because he knew the Statesboro police chief”
- “Teachers make jokes and you see them at the bars. Some do care about drinking”
- “School officials: education comes in the form of how to get away with it. How not to get caught”

Data was also collected about law enforcement and adjudication using the law enforcement interviews and data. The following graphs show alcohol related crashes and fatalities, county courts cases, and misdemeanor citations in Bulloch County.

Figure 20. Alcohol-related Crashes and Fatalities 2002-2008, Bulloch County³



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Figure 21. State Court 2009 Year End Case Count⁷

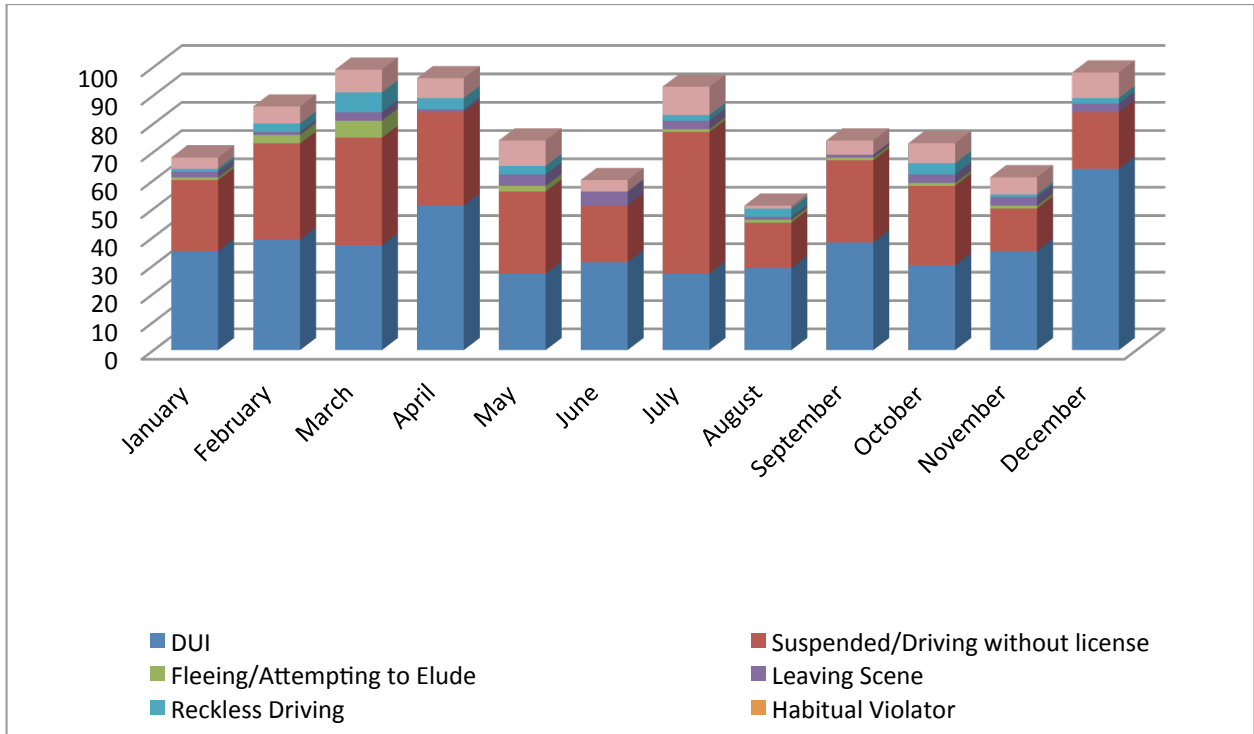
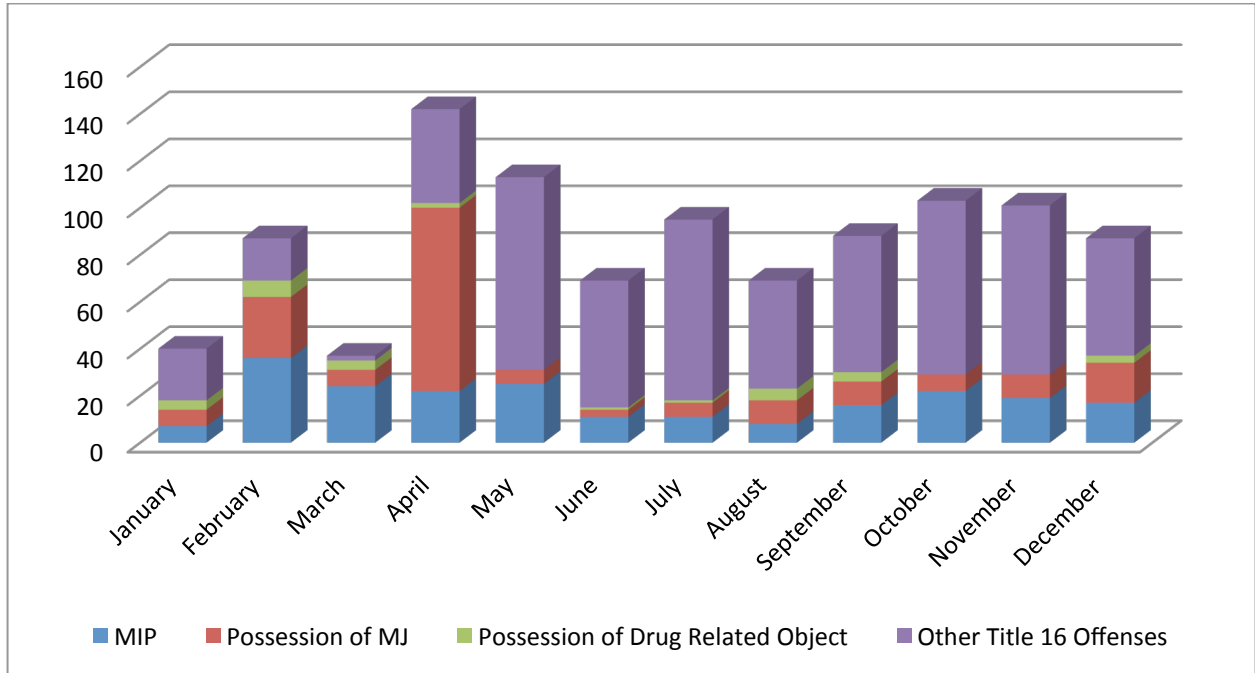


Figure 22. Citations with Misdemeanors 2009⁷



The following graphs depict trends in juvenile liquor law arrests by month. The graphs show in Bulloch County that arrests are higher December through April. Based on these graphs, Bulloch County can not be compared to other counties in the state since the graphs are based on the overall number of juvenile liquor law arrests. Since the population in each county varies, especially in larger populated areas near Atlanta, a rate per capita based on the population is necessary to draw conclusions i.e. arrests per 10,000 persons.

Figure 23. Juvenile liquor Law Arrests, 2005-2008 by Month (Bibb, Bulloch, Catoosa and Dekalb counties)³

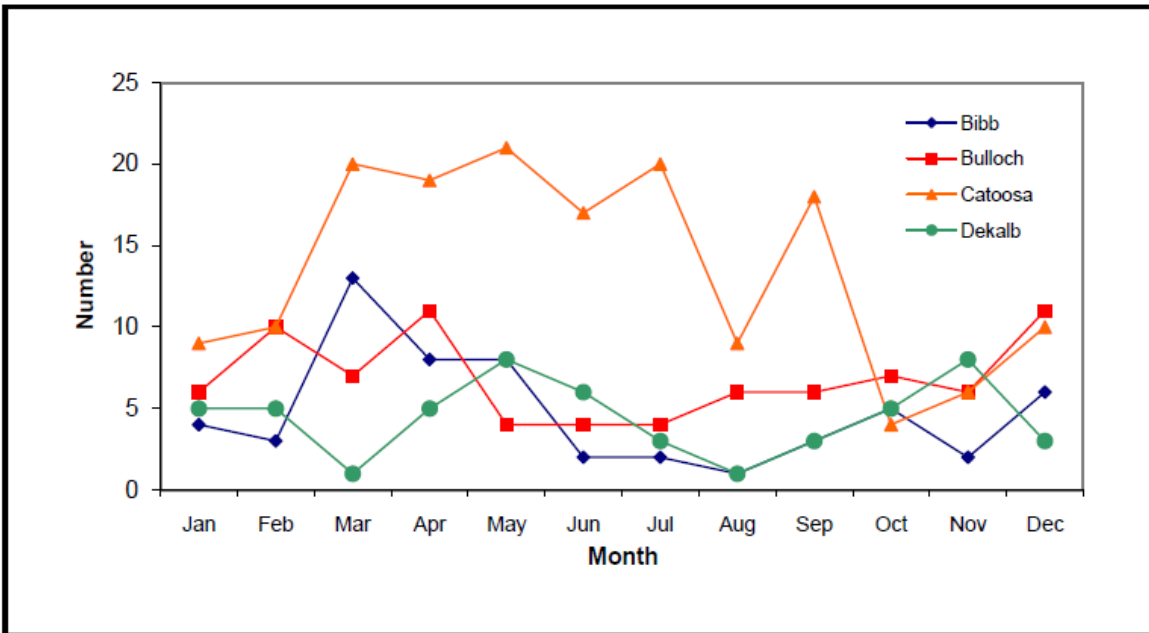
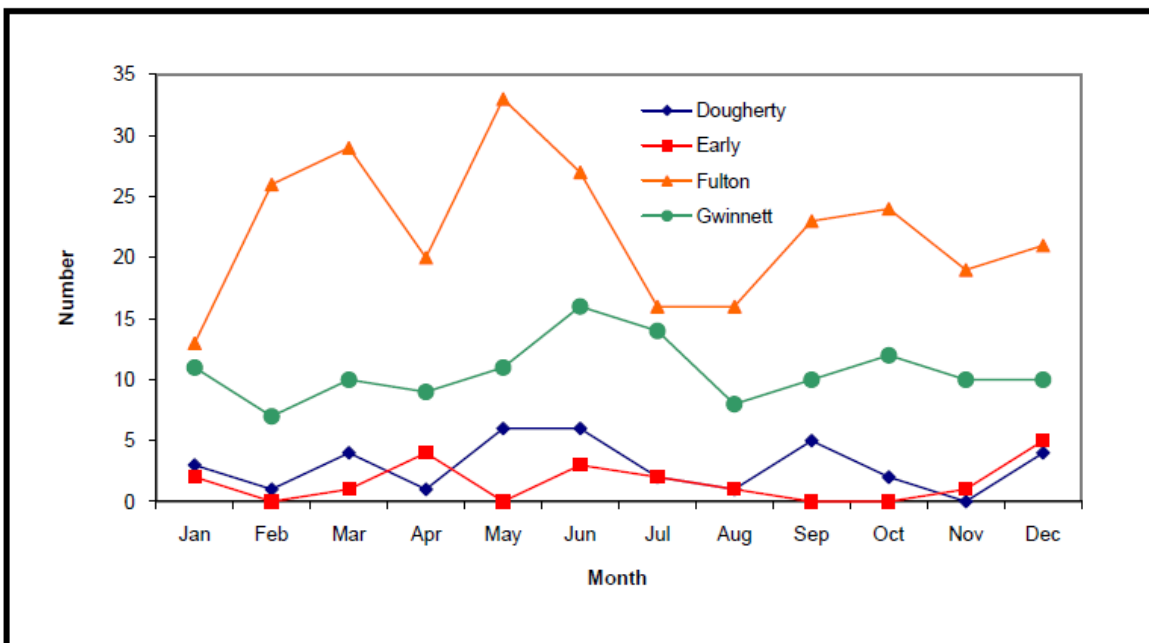
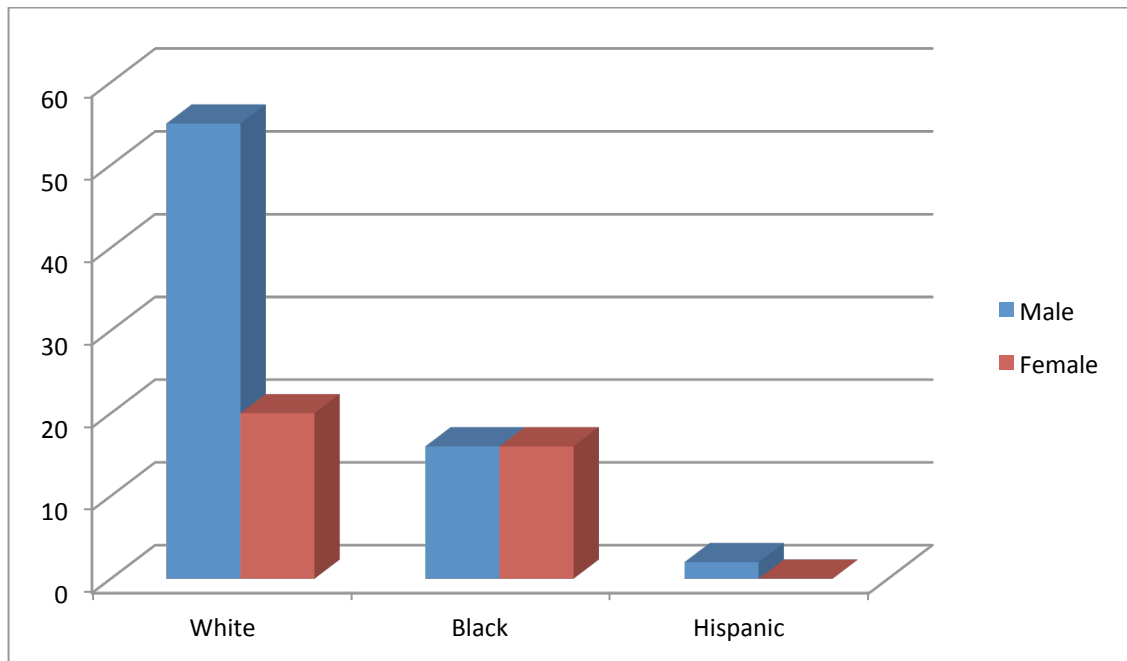


Figure 24. Juvenile liquor Law Arrests, 2005-2008 by Month (Dougherty, Early, Fulton and Gwinnett counties)³



The following graph shows juvenile liquor law arrests for 2002 to 2008 combined. There were no arrests for Native American/Alaska Natives, Asian/ Pacific Islanders, or other races. Females have a lower number of liquor law arrests than males. White males also have the highest number of liquor laws arrests.

Figure 25. Juvenile Liquor Law Arrests by Race and Ethnicity³



Interviews with Law Enforcement Personnel

Law enforcement interviews were conducted with the Statesboro Chief of Police, the Georgia Southern University Chief of Police, the State Court Judge for Bulloch County, and a representative from Georgia Department of Revenue Savannah District. The Law Enforcement Interview Protocol is included in Appendix A.

Statesboro Chief of Police

What alcohol-related problems do you see in our community?

- First time college students away from home with getting some binge drinking.

Get friends to go out to bars and buy alcohol for them, they sit in the car if not old enough to go out to bars

- They are trying to be proactive to keep kids from getting it, but say your 21 and they got friends 18, 19, 20 so they don't see the harm in getting them a beer, so we have problems like that.
- As far as locals here, as far as domestic, they way the economy is now, money is low within the homes, some people turn to alcohol, and it creates problems and compounds problems on top of problems.
- We see that in the headlines, alcohol related problems in the headlines but that's the problem we find.

What factors do you believe are causing these problems?

- The economy
- Being irresponsible drinking, it's like food you got to know when to not eat too much and not drink too much, a lot of people don't have that control.
- A lot of people don't need to drink because when some people drink they get mean and fight. But you got the other folks that drink and be happy, but I think that's a big problem within the families.

What percentage of arrests result from alcohol-related offenses in our community?

- That would be a hard question really to answer to give a true perspective on that. I would not give a number on that, but its somewhere in between 1 and 10. 4, 5, 7 (or maybe percent instead of 7?).

What percentage of convictions result from alcohol-related offenses in our community?

- You may have to go to someone in the courts for that data, I wouldn't have that data here.

How many alcohol-related offenses do you think go undetected in our community?

- Well that's a number I wouldn't really be able to give you because, there's a lot of people that have alcohol problems big in the community.

- They don't want things outside their home but keep everything inside.
- So that would be a hard number to give you. I would not dare put a number on that.
- It's related to speed we got x amount of people and officers out there, even though he's got someone off to the side of the road with one speeder, there's a thousand others still flying by that may not ever get caught. Just because they are not caught every time doesn't mean it's not going on. So it's kinda hard to detect.

Are any officers assigned specifically to alcohol-related issues or offenses in our community?

- We have aggressive traffic patrol out there. We try and cut down in summer in traffic accidents speeders and whatever.
- We also have the TIPS program where we go around and train the bar owners and servers. And try to keep alcohol out of the hands of the underage. And try to keep people responsible when drinking. So TIPS training for intervention procedures. We try to help I don't know how much it helps, but I think it does.
- As far as he knows they are still doing some of the program.

What special training do officers receive in order to deal with alcohol-related offenses?

- We have Georgia State putting on a class right now. Right now we are doing standardized field sobriety and detection class. It's being done by the Georgia State Patrol, its being done over at the Sheriff's office right now. I think we got anywhere between 23 and 25 officers over there being trained right now.
- And also too we do as my part as the training division, we do on hand training with officers on different things that's alcohol related and ground work related issues so they can be more aware of the law and issues like that, we are constantly doing that (Lieutenant Moore).
- Usually legal updates, we will do a review with shifts and what they will do is sign off on it. That the training they signed off on are used for certified credits, that part of our state certified standards that we are required to do legal updates with our officers on a

periodic basis. So the minute they come in and get them they go straight out to our officers.

- We are constantly holding in house training all the time. Lieutenant Moore is certified, so he can train here in house. The officers get post credits.

Do you hold sobriety check points?

- Yes, we mostly work with the Governor's Office of Highway Safety, we all team up together, and work on trying to cut down on some of the driving offenses.

Do you know how many were held in 2009?

- Well, I think between 2 and 3

How many drivers were tested?

- We don't have a separate database, I don't believe for that.
- That's would be something you maybe want to have maybe next time in the future you could if that would be a concern of how many maybe you could set up somewhere that could be put into the database.
- The Highway Safety may know the coordinates of that problem.
- Not sure of BAC points.

Where were sobriety checkpoints held?

- Different locations all around Bulloch County. You don't just sit in one target area cause you keep it all democratic.
- If you have been to any of the check points they know where they are going during the night. So they are there just a few minutes, hit there and then probably try to hit 2 or 3 locations within a night. Every time they've done it at sporadic locations around. Being in law enforcement a long time, once the road blocks here for 2 hours, cell phones are blowing up.

Have you conducted any compliance checks for sales to intoxicated patrons?

- Yes, the Department of Revenue does that.

- I contacted them, for their question, put yes, he said he conducts monthly walk-throughs at bars and restaurants to check businesses that sell alcohol to intoxicated persons.
- Officer Huckabee is the one at the Department of Revenue.

What else are law enforcement officers doing to reduce alcohol-related crashes in our community?

- Again like you said we put out aggressive patrol, and try to put officers out especially in the areas that most alcohol problems be. Just on the streets we pass just so we can do a deterrent. We want people to see the law officers out there, their more than apt to not get in your car and drive. But if you're out there and don't see any patrol then were all human you take that chance. So we try to be a deterrent rather than get out there and arrest someone. I would rather have more deterrent than taking people and arresting a whole bunch of folks because I don't think you are going to stop the drinking. But we can be a deterrent and that's what I mean by more aggressive patrol.
- Every shift that rolls out has 1 to 2 officers assigned specifically to conduct traffic related offenses, those that respond wrecks and whatever. And that's part of their thing to detect alcohol related driving. There's anywhere between 1 and 2 on any given shift specifically assigned to traffic.

What else could law enforcement officers do to reduce alcohol-related crashes in our community?

- Probably put more men on the streets. Everywhere we are short man power. We don't have enough people.

What locations are known for alcohol-related incidents?

- I don't have accident rates that are alcohol related. But I notice them driving around the mall area out there cause it's so congested right there. A lot of that could be cell phones. I have had a wreck out there personally where the guy was on a cell phone.

- Around Northside Dr. and Fair Rd 67, there's a lot in that area and a lot of that has to do with congestion.

About crashes on Georgia Ave near bars

- We have had several accidents and lucky not to have anyone hurt real bad right there. Those are big pines in there but those kids hit that curb and run off. And there are probably several that go undetected there, hit the curb and do some damage to their tires and wheels and whatever and are able to limp on home. We have seen a few of them there.

Are there particular people who are known for repeated alcohol-related incidents?

- People with low income, repeated offenses domestics are apt to occur.
- If you're talking about the college it wouldn't be the same students every time.
- But lower income a lot of times you have the same families the same group of people, a lot of people that drink alcohol their attitudes change, a lot of people they love to fight when they drink alcohol.
- Domestic incidents, you might be the nicest person out here, but you give them that one drink and it's like Dr. Jekyll and Mr. Hyde. We get a lot of that.
- We still deal with a fair share out there as well (on campus). A lot of people think it's on campus the reason you see that is because the community is built up around campus. There's not a whole lot of campus out there. That why you see a lot of us guys out there because it's not campus. The property if you're looking at where Rum Runners and Retrievers is, the dorm backs up right to it , Eagle Village there backs up right to it.

How do you think law enforcement could better address the alcohol-related problems in our community?

- I would justify doing everything we can do cause we got great concern for the community. We are a proactive department so it's not sit and wait. We need someone to kick them in the ribs and say get up and start doing this. A lot of it has to do with Intervening as much as we possibly can.

How do you think the criminal justice system is helping reduce the alcohol-related problems in our community?

- You know the judges are putting higher fines on it I mean you can look at a few years ago a DUI was a couple hundred dollars or so but now you get a DUI now you have to take out a bank loan. Then you gotta look at how much you pay for insurance so that kinda deters a lot of folks. A lot of businesses now do background checks, if they see a DUI on they're basically uninsurable. Insurance companies too are really stepping up and helping with that and saying we ain't tolerating this. Employment, look at your truck drivers you know you would snatch away their livelihood. Isn't that what everyone feels (their wallets). The jail time reflects right back to your wallet because you can't work. It all comes down to back to that dollar. That gets the good folks, the taxpayers it comes out of their wallet, as their sitting there in jail. So we try to work on not just putting people in jail, its trying to help people where there at so they can help themselves. Putting them in jail is just putting a burden on everyone else. But you don't want them to go free and hurt someone, you do what you gotta do.

How do you think concerns in the criminal justice system are contributing to the alcohol problems in our community?

- That's what the criminal justice system is doing intervening, treatment, and so forth. So I don't think they are contributing to the problem I think they are trying to help the problem. So we don't land people in jail we gotta take care of them.

Final comments

- Look for God to bless us as we continue. We try to as much as we can deter drinking and driving as much as possible. Protect the citizens not drinking and driving. It's hard to separate the good and the bad. Staying proactive as possible.

When do most accidents occur?

- It's mostly the witching hour after midnight.

Georgia Southern University Chief of Police

What alcohol-related problems do you see in our community?

- On campus: Mischief, altercations, problems in residence halls
- People not making great decisions before alcohol so add a 12 pack and it's even worse.

Is there an enforcement person?

- Yes they are called CL's community leaders. They receive a lot of calls from the CL's for parties and altercations.

What factors do you believe are causing these problems?

- Age group, peer pressure, they are expected to experiment, etc. Also, the environment they grew up in is a contributing factor. Alcohol use is expected of college students. GSU is more understanding of alcohol use. People with different backgrounds brought together. This is all part of a learning process for the students. Coming to college and making your own decisions, there is a learning process with consequences. The judge and judicial system is understanding and fair to the problem. If the only thing you do wrong is MIP then it can be worked through so its not on permanent record. Don't want to hinder students from getting a job. Many of these decisions and behaviors come from way before college

What percentage of arrests result from alcohol-related offenses in our community?

- A fair amount. No exact percentage. DUI, disorderly conduct, MIP, vandalism – many can be tied to alcohol. If alcohol is involved, it will be noted in police report.

How many alcohol-related offenses do you think go undetected in our community?

- Certainly many offenses go undetected. There are many people who go out underage drinking and driving under influence undetected.

What special training do officers receive in order to deal with alcohol-related offenses?

- Offer standardized field sobriety tests. helps with DUI and access level of intoxication (BAC). Do a lot of DUI enforcement training. A lot of on the job training. There is a

good amount of repeat offenders – school has a three strike policy. All goes through judicial board

Do you hold sobriety check points?

- Yes. They are held on campus. We are a member of Governors office highway safety office.

Have you conducted any compliance checks for sales to intoxicated patrons?

- No alcohol served on campus. If alcohol is served, an officer must be present.

What else are law enforcement officers doing to reduce alcohol-related crashes in our community?

- We do anything and everything. Feel like we are making good headway. Parents, designated driver, crime prevention classes, alcohol awareness classes. Anybody that requests them to speak – they will do it.

What locations are known for alcohol-related incidents?

- All of campus. Also, the “Stagger Zone” which is the plaza. Residence halls too because the number of people they have. All freshmen must live on campus. The average age has gone down. Beer not sold at sporting events but lots of tailgating. Not too many incidents in tailgating. Biggest problem is concert (Tim McGraw). Not just younger kids. Had to take 52 year old man to the hospital.
- Boredom – nowhere to go. They see a lot of accidents of drinking and driving on dirt roads
- They hang out in Kmart parking lot – they are just sitting around and talking. Not doing anything wrong. They need to become customers of business because they have somewhere to hangout and socialize. Keeps them from getting in trouble. Definitely an issue with the high school students

Our goal is to identify the contributing factors that lead to alcohol-related crashes in our community. Is there anything you would like to add, or do you have any final comments?

- Start with the parents – this is where the education starts.

- Alcohol is not the devil. Drinking and driving is. Nothing wrong with people having a drink but 18 year old does not have the decision making skills that a 30 year old has.

State Court Judge for Bulloch County

What alcohol-related problems do you see in our community?

- DUIs, domestic violence (public drunkenness, disorderly conduct, pedestrians) People get so drunk they break into other's apartments and pass out.
- Pervasive – 19,000 college students, tremendous impact on work load in the court. Football player example. Not so much the college students as it is the volume of students now. The percentage is the same.

What factors do you believe are causing these problems?

- Consumption and general lack of social responsibility
- Underage drinking – kids drawing attention to themselves

What else could law enforcement officers do to reduce alcohol-related crashes in our community?

- Night Hawks and road blocks are effective

What locations are known for alcohol-related incidents?

- University Plaza area (specifically Nickel and Retrievers)

Are there particular people who are known for repeated alcohol-related incidents? If yes, what do you do to keep track of or work with those people?

- College students and other underage persons. Perpetual – alcoholics – with an extensive record, go to jail for 12 months, inpatient treatment.

How do you think the criminal justice system is helping reduce the alcohol-related problems in our community?

- In Bulloch County DUI court is going to begin July 1, 2010. Training in Athens at the pioneer county, Clark County "Punishment unaccompanied by treatment and accountability is ineffective". Pilot book. Clark County and Bulloch County will be able

to trade students back and forth. Team will look at 1 DUI at least and then any other types of alcohol related charges a person may have in their record.

How do you think concerns in the criminal justice system are contributing to the alcohol problems in our community?

- Road blocks – Officers over-taxed hard time getting into court. State statute – Nowhere in the state law does it make it illegal to not check a person’s id before they purchase alcohol. He suggested a new state law making it illegal not to check ID’s. This would make a huge difference. City ordinances no good in state court.

Georgia Department of Revenue Savannah District

How many active retail commercial licenses (including restaurants, bars, convenient stores, and gas stations) are in Bulloch Co?

- Bulloch County as a whole has 120 businesses that sell beverage alcohol.

How many compliance checks are done monthly, quarterly, or annually?

- We conduct an underage alcohol compliance check at every business in Bulloch County at least 2 times per year. Complaint places are checked more often.

What are the consequences for facilities that are found to be in violation?

- Administrative sanctions are taken against the businesses State alcohol license, which is a progressive discipline policy (1st offense: \$1000 fine & 12 months probation, 2nd offense: \$1500 fine 12 months probation and 2 day suspension, and on up from there. If 4 violations in a 3 year period then their license is revoked. Also the clerk or seller is arrested and criminally charged. Each Court decides their punishment.

What is the total amount of bars/restaurants in Bulloch Co. (both with alcohol licenses and without licenses)?

- Bulloch County as a whole has 45 consumption on premise businesses that sell beer, wine, and distilled spirits.

How does your department define Bulloch Co. (Dry, wet, semi-wet)?

- Bulloch County is considered a wet County due to it being able to sell beer, wine & distilled spirits. Bulloch County can sell distilled spirits at a consumption on premise level. This means no retail sales of distilled spirits is allowed (liquor stores).

What is Bulloch County's compliance record like compared to the rest of the state?

- Bulloch County's record would be considered average with the rest of the State. Although, these figures will vary from time to time.

Do you track underage drinking in bars/restaurants and if you do, how many underage violations have there been in 2006-present?

- We do conduct walk throughs at the bars and restaurants from time to time. Due to us covering 49 counties in District 4 and only having 6 Agents, we do not get to conduct these checks very often. This is a task that each local law enforcement agency should conduct on a weekly basis. I was the Agent assigned to Bulloch County from 2005 to January 2010. I conducted bar checks from time to time and criminally charged over 100 people for underage drinking. These numbers are from us conducting about 5 random checks per year from 2006 to present. This area is a great problem especially around college communities.

Discussion

Based on the interview data collected for enforcement and adjudication the main alcohol related problems in the community arise from college students and community locals, especially with low income homes. These alcohol related problems are caused by irresponsible drinking, the poor economy, peer pressure, social expectations of drinking, as well as a large population of college students. Both the Statesboro police department and university police department do not have designated officers to deal with alcohol related issues or offenses or a DUI unit. Law enforcement officers for the university and city are trained in DUI enforcement and standardized field sobriety tests. Officers are also required to take classes on legal updates. The TIPS program is available to train servers and bartenders how to prevent

intoxication, drunk driving, and underage drinking but is not a mandatory requirement. DUI surveillance check points are held 2 to 3 times each year at various locations on campus and within Bulloch County. The checkpoints change location through out the night to prevent residents from finding out where the checkpoint is set up. The Bulloch County courts help reduce alcohol related problems by increasing fines paid by those who have DUI offenses. In July 2010 Bulloch County initiated a DUI court to provide treatment and judicial accountability, and tracking the success rates of offenders. In order to do a better job reducing alcohol related issues and offenses law enforcement officials need more man power since the system is overtaxed and aggressive patrol. The DUI checkpoints as well as the Georgia State Patrol Night Hawks are effective at reducing alcohol related issues.

Data from the focus groups and town hall meetings revealed that parental enforcement of underage alcohol use was a major issue. Adults allow children to drink in their home, since they feel it is safer to supervise drinking. Underage drinking is viewed as a rite of passage, so underage drinking is permitted by adults.

d. Intervening Variable: Social and Community Norms

Social and Community Norms refer to the acceptability or unacceptability of certain behaviors in a community. Norms can also be defined as the rules that a group uses for appropriate and inappropriate values, beliefs, attitudes and behaviors. Two Town Hall Meetings and three Focus Groups were held to collect data related to social and community norms.

The first Town Hall Meeting was held at Georgia Southern University with ages ranging from 18 – 25 yrs. The participants were attending a class and the professor allowed the researchers to come into the class to conduct the meeting. Participation was voluntary and students could leave if they chose not to participate.

The second Town Hall Meeting was held at the Boys and Girls Club with 20 youths, ages ranging from 12 – 18 yrs. old. The youths were recruited by one of the senior administrators at the Boys and Girls Club. It was voluntary and the participants could leave at any time.

Focus groups were held in different parts of Statesboro. The first being held at GSU with young adults ages 18 – 28 yrs. old. The 8 participants were recruited outside of the Student Union during the morning of the planned focus group. Incentives that were used to get them interested in the afternoon focus group were snacks and \$10 Walmart gift cards.

The second focus group was held at RJ's Seafood and Steaks Restaurant with 12 local professionals who have experience working with or in the local school system. Participants were recruited by a member of the CAC. These participants were also given a \$10 Walmart gift card as an incentive.

The third was held at the Boys and Girls Club with 21 parents of the youths who attend their after school programs. As an incentive, each participant received a \$10 Walmart gift card and Chick-fil-A.

As suggested in the Community Assessment Workbook, seven specific areas of social/community norms were explored:

1. Acceptance of drinking behaviors
2. Rite of passage beliefs

3. Multigenerational use
4. Public alcohol use
5. Youths' perceptions
6. Cultural acceptability
7. Availability in the homes

Data Collection

Data on Social/Community Norms in Bulloch County was collected through focus groups, town hall meetings, and the collection of 197 Community Perceptions and Social Norms Surveys. Per the Community Assessment Workbook, eight areas were identified that affect the social and community norms of alcohol: acceptance, rite of passage, multigenerational use, public alcohol use, youths' perceptions, cultural acceptability, availability in homes, and monitoring. Qualitative data collected from Focus Groups and Town Hall Meetings concurred with these eight areas. Key questions were asked at these meetings to learn more about the social availability of alcohol. A few examples include the following: What are the NORMS of our community? What are general attitudes towards drinking in our community, What age is it acceptable to drink? Is it okay to serve alcohol to a minor? Also, questions were asked looking at how community NORMS contribute to the alcohol-related crashes. The following quotes were pulled from our data collected from Focus Groups and Town Hall Meetings further illustrating the prevalence of these eight areas within our community. Qualitative data from the focus groups and town hall meetings found the following common reoccurring themes: acceptance of drinking behaviors, rite of passage beliefs, public alcohol use, cultural acceptability, and monitoring of youths and young adults. Quotes have been pulled from the town hall meetings and focus groups that were directed toward Social and Community Norms. The researchers found these themes to be reoccurring throughout the data collection.

1. Acceptance from Older Adults

- “At underage parties under parents supervision is ok since they teach responsible drinking and how to drink right”
- “Parents let kids drink”
- “Parents think it’s ok to drink in their house”
- “Teachers let drinking happen”
- “GSU teacher told class he doesn’t care if they drink, just don’t smell like it”
- “Adults don’t think it’s a problem if drinking in their home”
- “Parents buy alcohol for children. Parents feel safer keeping an eye on kids”
- “Acceptable for juveniles to drink”
- “Kids see parents drinking which makes it acceptable to kids”
- “Parents feel understanding because they were there before. Until something happens”
- “Teachers make jokes and you see them at the bars. Some do care about drinking”

2. Cultural Acceptability

- “Mentality of “it’s ok they’re just kids”
- “It’s better to go to class drunk/hungover then blow it off”
- “If you don’t drink something is wrong, uncool”
- “People are alcoholics if they drink alone”
- “People drink a lot because Statesboro has nothing to do, no activities”
- “Entertainment that is available is at bars, or football games and involves drinking”
- “Students have seen faculty out and they drink as much as students”
- “People drink at football games and tailgating”
- “Parties shut down quickly by cops, sit around playing drinking games”

- “Acceptable for students to go to class still drunk, hung-over, and smelling like alcohol”
- “Attitudes about alcohol, it’s cool and accepted”
- “Drunk people are irritating to those sober in the group, they become the babysitter of the group. So everyone drinks”
- “Most people rely on alcohol for sociability and it’s necessary for social situations, drink to have fun”
- “Responsible drinking is boring”
- “Might drink to fit in with others, drinking to make friends (Youth)”
- “Kids see adults drink on campus, on corner, for fun hang out at house”
- “Students have seen faculty out and they drink as much as students”
- “Responsible drinking is boring”
- “Background checks, its common to have DUI, likely to be brushed under the rug”
- “Drinking big problem especially in high schools”
- “One staff member (at the Boys and Girls Club) asked 4th and 5th graders if they drink or knew someone that drinks and all said yes”
- “Underage drinking big problem, huge, High School some middle school and college”
- “Kids at High School football games drunk, teachers have stories of 9th graders drinking”
- “It’s fine to drink. Totally cool”
- “Nobody cares if you drink. People who drink hang with people who drink”
- “Drinking more acceptable now than before. If you’re not drinking, it’s weird”
- “Acceptable among the juveniles to drink”
- “Among the juveniles it’s ok to drink”

- “Underage drinking pretty big problem. Enormous for underage college drinkers. Easy to hide – in dorms, etc...”
- “As long as people know their limits and are responsible and know how much they can drink”
- “How can you enforce people on how much to drink if it’s different for each individual?”
- “Peer pressure to drink is big”

3. Rite of Passage

- “Middle and high school students drinking early, because of acceptance and curiosity”
- “Drinking is seen as a rite of passage, parents did it when they were their age”
- “Community turns a blind eye, they know about it. Drinking seen as a rite of passage, normal”
- “Some think it’s no big deal kids are kids, some think it’s a problem”
- “Drinking to socialize”

4. Monitoring of Drinking

- “School system (Bulloch County) is in denial about drinking”
- “Don’t talk about (drinking) it and it ain’t happening”
- “Adults think “do as I say , not as I do”
- “Parents don’t know about drugs and alcohol, but teachers do and don’t do anything”
- “Adults don’t like it. Older generation vs. younger generation”
- “Community not aware of underage drinking. Some very aware. The problem is ignored”
- “Parents know it’s a problem but don’t know what to do”

- “Drinking is a social problem, there needs to be education at school and for parents (parents don’t know how to talk to their kids)”
- “Sometimes parents set a bad example”

5. Drinking and Driving

- “Drinking and driving big problem”
- “Some people think they can drive better when drinking”
- “Underage drinking and driving big problem, they go to parties and then gotta get home before curfew”
- “Not acceptable to drink and drive”
- “You can drive after drinking to get home, just drive the speed limit”
- “Acceptable to drive drunk”
- “People have done it so long they think it’s ok (driving drunk)”
- “Adults draw the line with juveniles drinking and driving”
- “Pretty big problem with juveniles drinking and driving.”
- “Drinking and driving for adults is a big problem. But, they are old enough to drink”
- “Of age will drink & drive too”
- “Students think it is ok. No stigma attached to drinking and driving”
- “Juveniles drinking and driving significant problem”
- “Drinking and driving a big problem”

Summary of Community Perceptions Survey

A sample size of 195 (75 males, 109 females, 11 no response to gender) was obtained by electronic survey collection, distribution by hand at community events and locations throughout Bulloch County. The race/ethnicity and age demographics for the sample are shown below in Table 7. and Figure 26. 41.8% of respondents believe that it is wrong to binge drink and 60.4% believe that it is very wrong to drink and drive. 38.5% believe that it is wrong

for underage youths to drink. 58.3% believe that it is easy for underage youths to obtain alcohol from older siblings, while 46.7% believe that it is easy for underage youths to obtain alcohol from friends. 62% of respondents believe that it is very easy for underage youths to obtain alcohol from their households without their parents knowing it. 41% believe that parents providing alcohol to minors for parties they are hosting is somewhat of a problem. 40% of respondents believe that unsupervised minors at social gatherings are somewhat of a problem.

Table 7. Race/Ethnicity Demographics Community Perceptions Survey

Race	Amount	Percent
White	151	77.4%
Black or African American	25	12.8%
Asian	5	2.6%
Latino or Hispanic	2	1.0%
Native Hawaiian or Pacific Islander	1	0.5%

Note: Respondents could check all races that apply to them

Figure 26. Age Demographics of Community Perceptions Survey

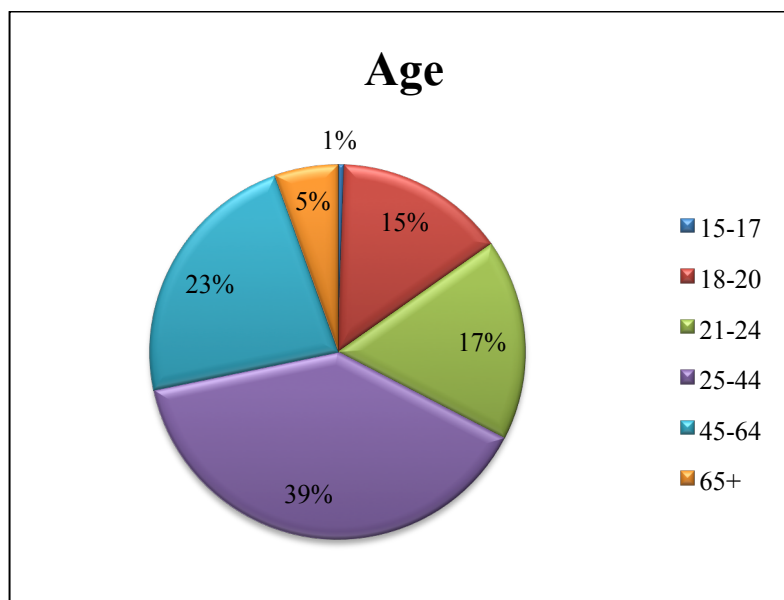


Figure 27. Question 5 How Wrong Would Most Adults In Your Community Think It Is To Binge Drink?

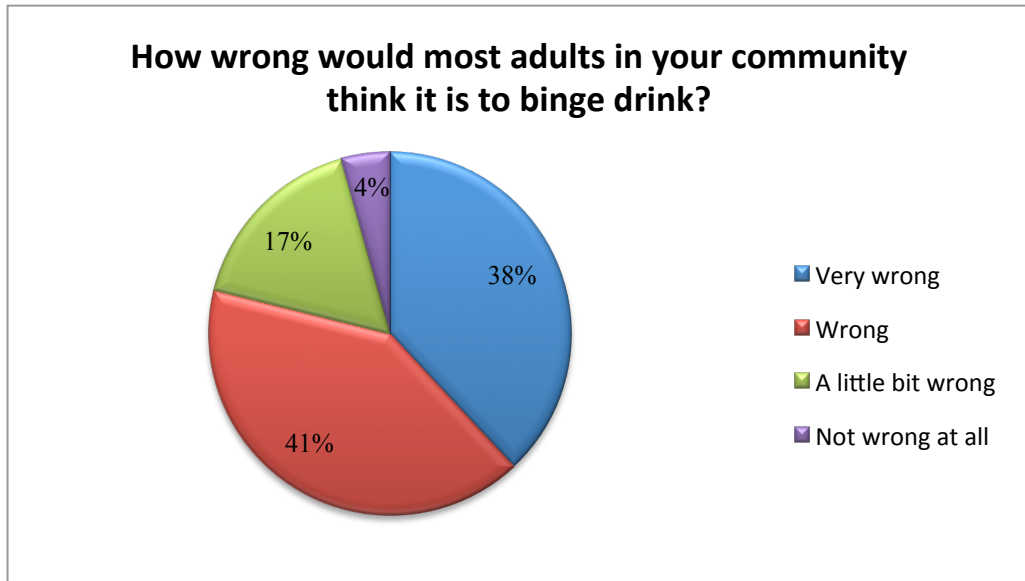


Figure 28. Question 6 How Wrong Would Most Adults In Your Community Think It Is To Drink And Drive?

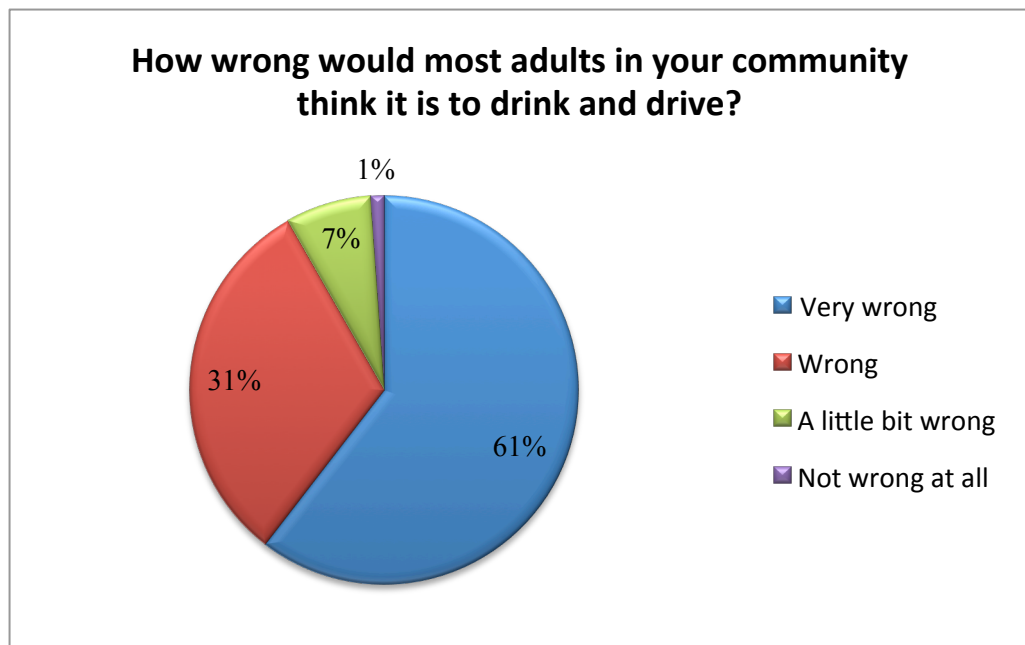


Figure 29. Question 7 How Wrong Would Most Adults In Your Community Think It Is For Underage Youths To Drink?

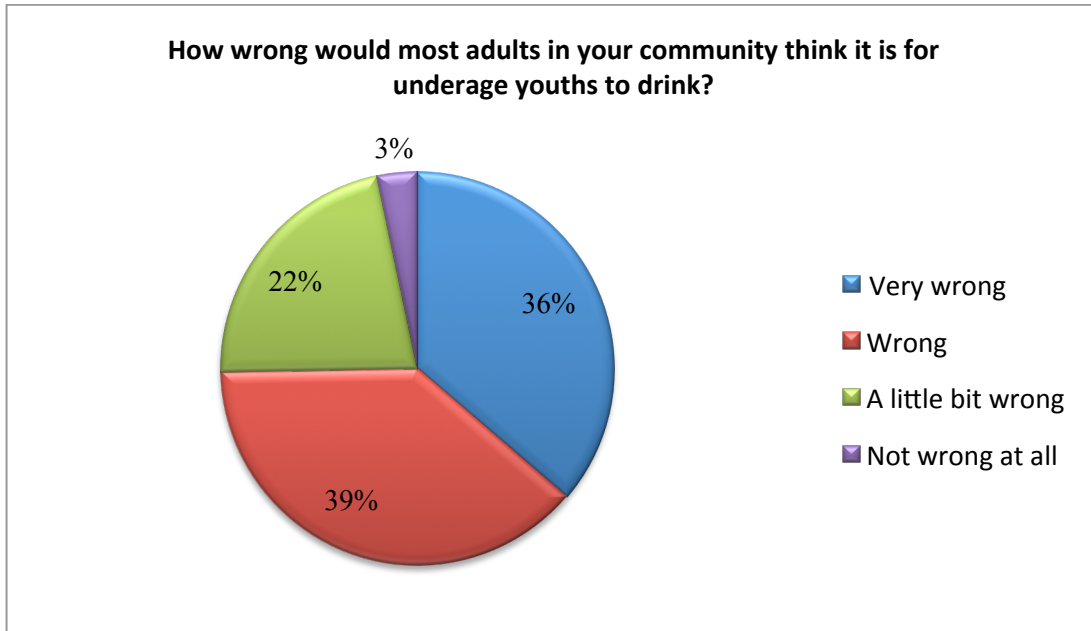


Table 8. Question 8 How Easy Or Difficult Is It For Underage Youths To Obtain Alcohol From The Following People In Your Community?

	Very difficult	Difficult	Easy	Very Easy
Older siblings	2.2%	7.8%	58.3%	31.7%
Parents	12.8%	50.8%	32.4%	3.9%
Friends	2.2%	5.0%	46.7%	46.1%
Adult strangers	8.1%	41.6%	39.3%	11.0%

Figure 30. Question 9 How Easy Or Difficult Do You Think It Would Be For Underage Youths To Get Beer, Wine, Wine Coolers, Or Liquor From Home Without Their Parents Knowing It?

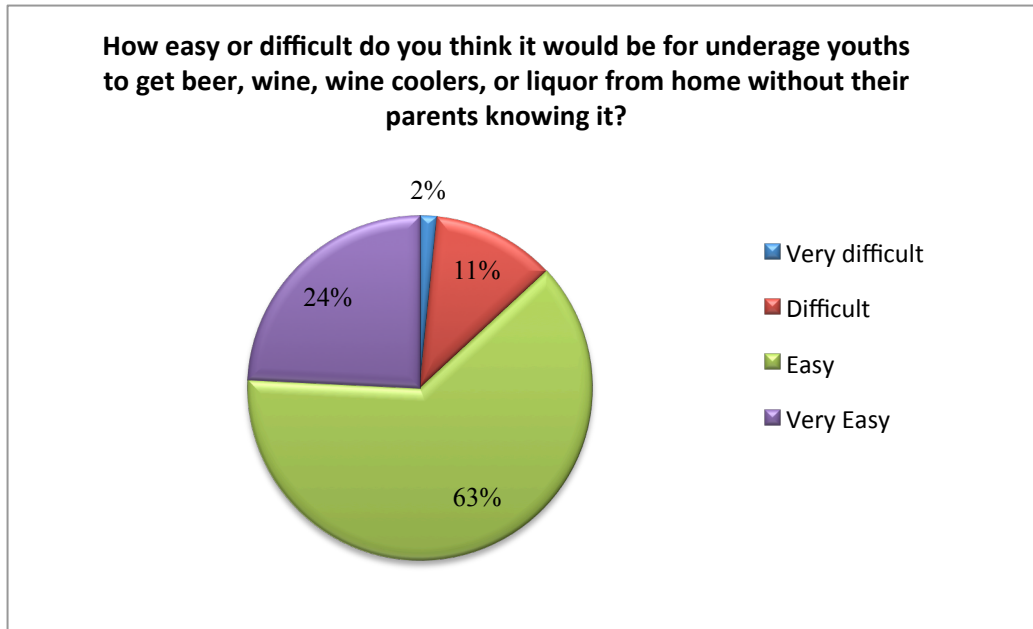


Table 9. Question 10 How Serious Of A Problem Is It That Parents In Your Community Provide Alcohol At Parties That Their Children Host?

Answer Options	Response
Very serious problem	16.7%
Serious problem	30.0%
Somewhat of a problem	41.1%
Not a problem at all	12.2%

Figure 31. Question 11 How Serious of a Problem Is Alcohol Consumption by Underage Youths (15 To 20 Years Old) at Unsupervised, Informal Gatherings (E.G., Parties, At Friends' Houses) In Your Community?

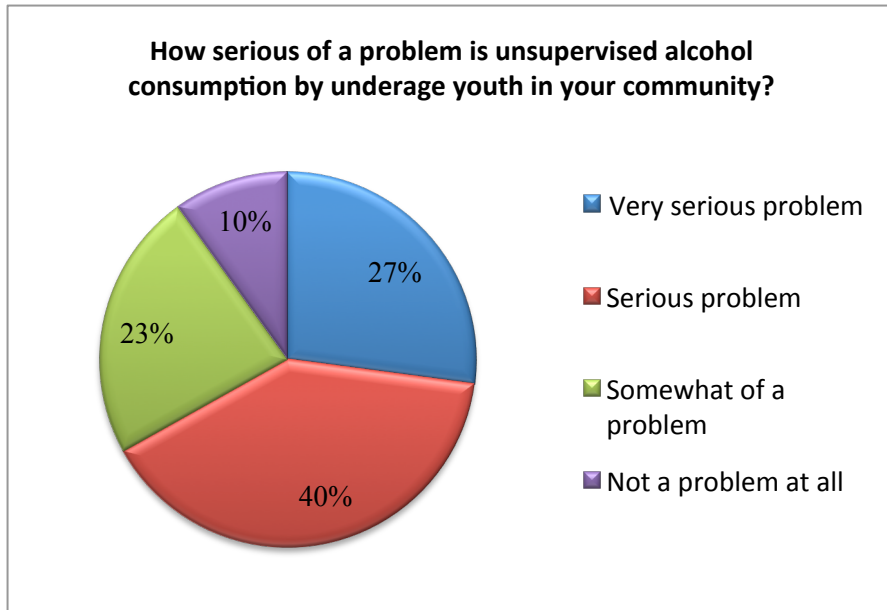
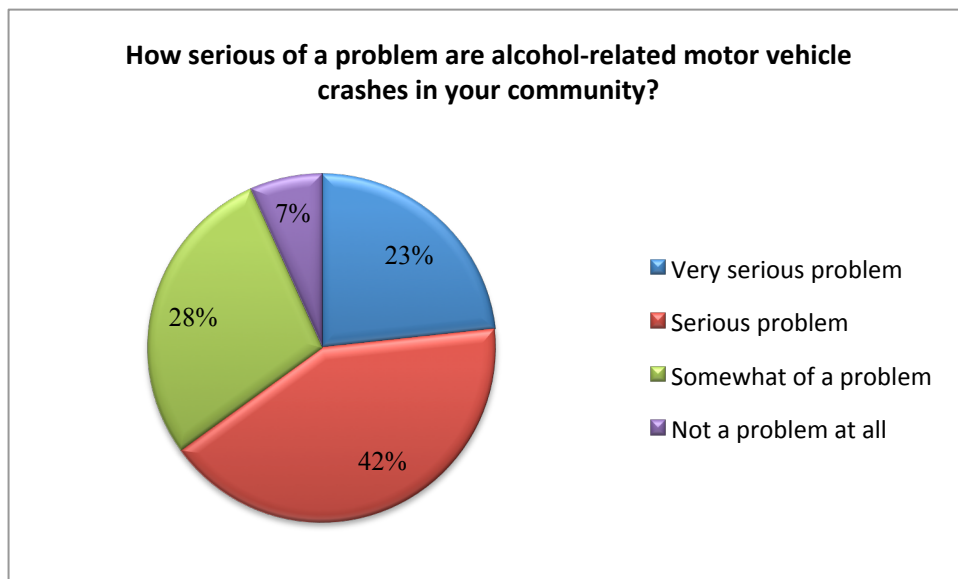


Figure 32. Question 12 How Serious Of A Problem Are Alcohol-Related Motor Vehicle Crashes in Your Community?



Summary of Social Norms Survey

The Social/Community Norms survey examined community norms in relation to community events and drinking norms of Bulloch County. The majority of the survey participants reported it is acceptable to drink at community events. 78% of the norms survey participants believe that it is acceptable to drive home drunk from graduation parties, while 19% of the survey participants believe that it is acceptable to drive home drunk from baptisms. 81% of the survey participants reported that they believe it is acceptable to drive home drunk from sporting events. 34 % believe that it is acceptable to drive home drunk from births/funerals, while 75% of the participants reported thinking it is acceptable to drive home drunk from festivals/fairs. 63% believe that it is acceptable to drive home drunk from other community events.

Table 10. Community Events Where Drinking Takes Place

	Is it acceptable to get drunk at:	Do people drive home drunk from:	Is it acceptable for underage youths to drink at:
1. Graduation parties	53% Yes	79% Yes	32% Yes
2. Baptisms	4% Yes	20% Yes	6% Yes
3. Births/funerals	14% Yes	35% Yes	8% Yes
4. Festivals/fairs	44% Yes	75% Yes	22% Yes
5. Sporting events	54% Yes	82% Yes	25% Yes
6. Other community rituals	33% Yes	63% Yes	21% Yes

Figure 33. Community Events Where It's Acceptable to Get Drunk

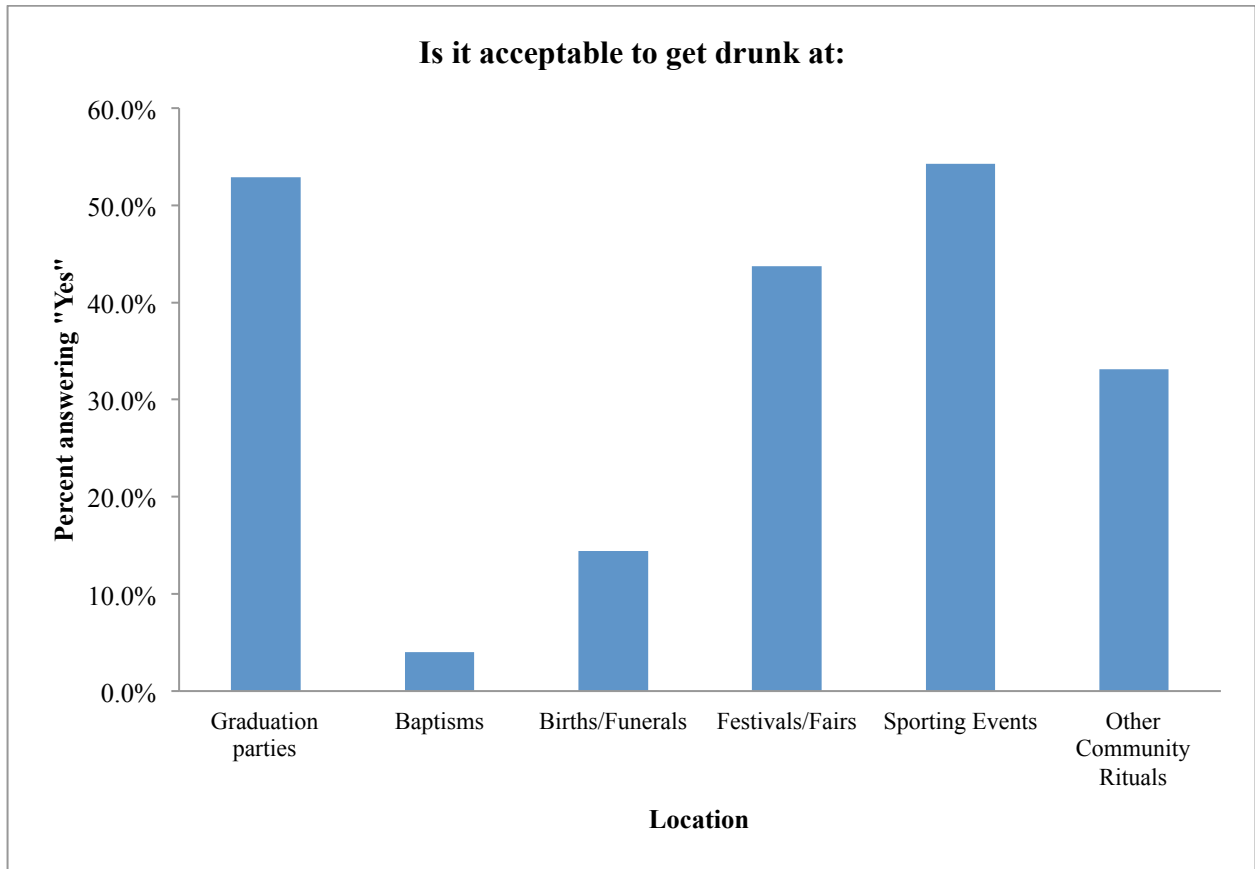


Figure 34. Community Events Where It's Acceptable to Get Drunk Male vs. Female

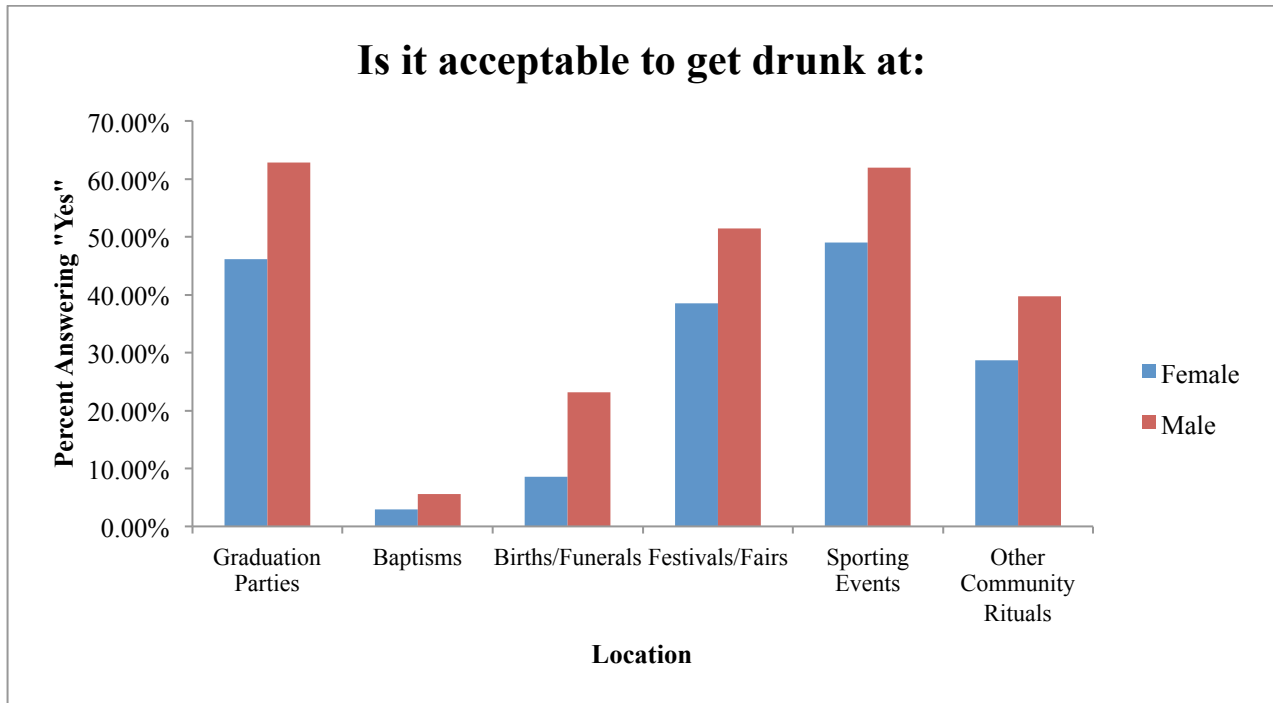


Figure 35. Community Events Where It's Acceptable to Get Drunk Crosstabs by Race

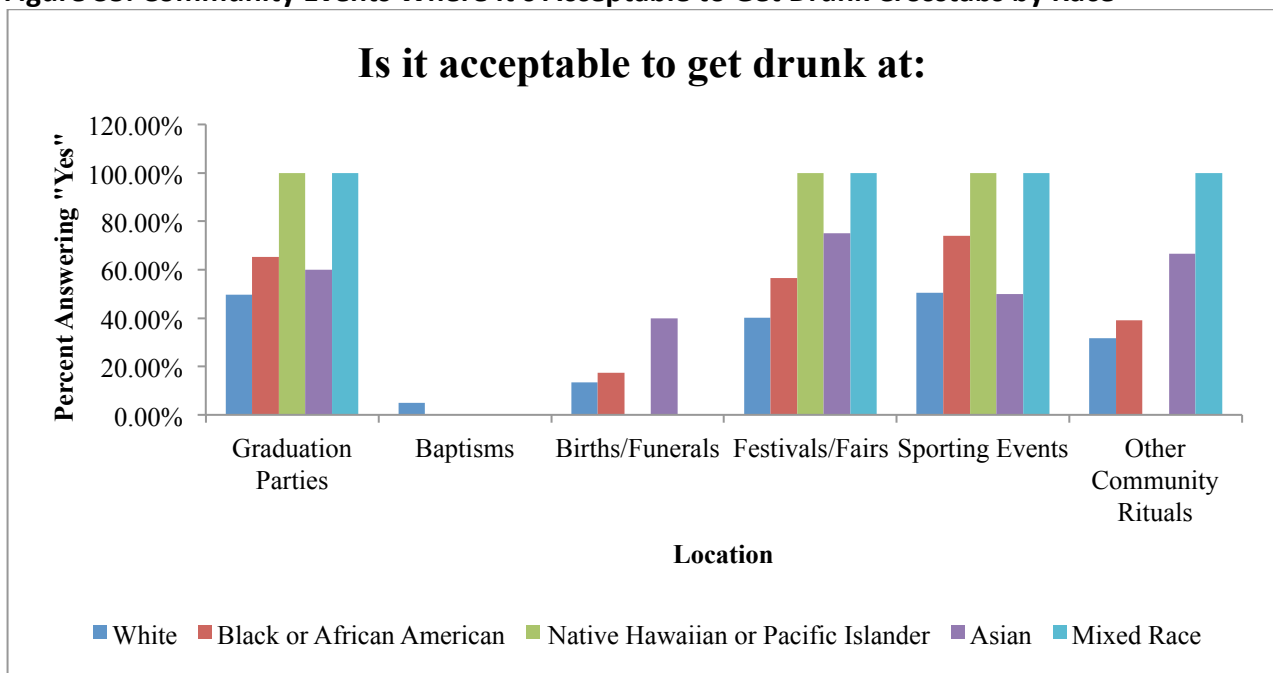


Figure 36. Community Events Where It's Acceptable to Drive Home Drunk

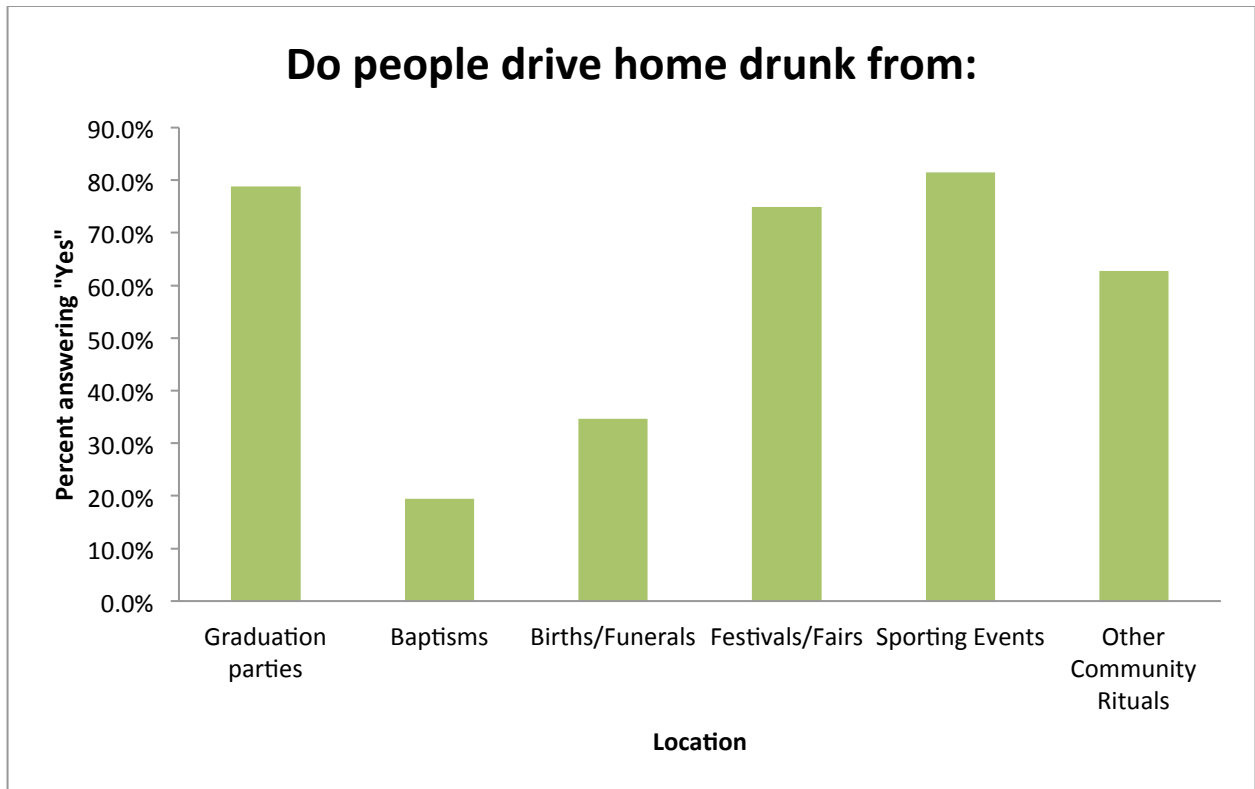


Figure 37. Community Events Where It's Acceptable to Drive Home Drunk Male vs. Female

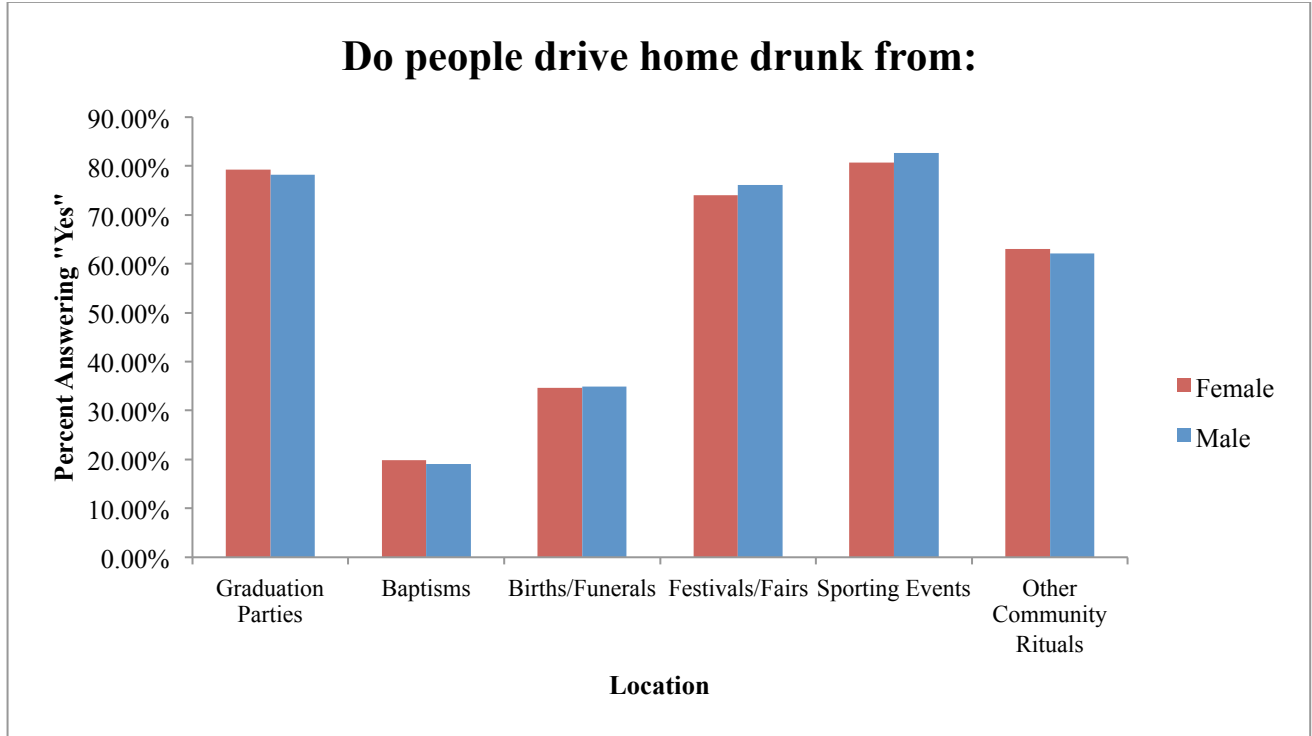


Figure 38. Community Events Where It's Acceptable to Drive Home Drunk Crosstabs by Race

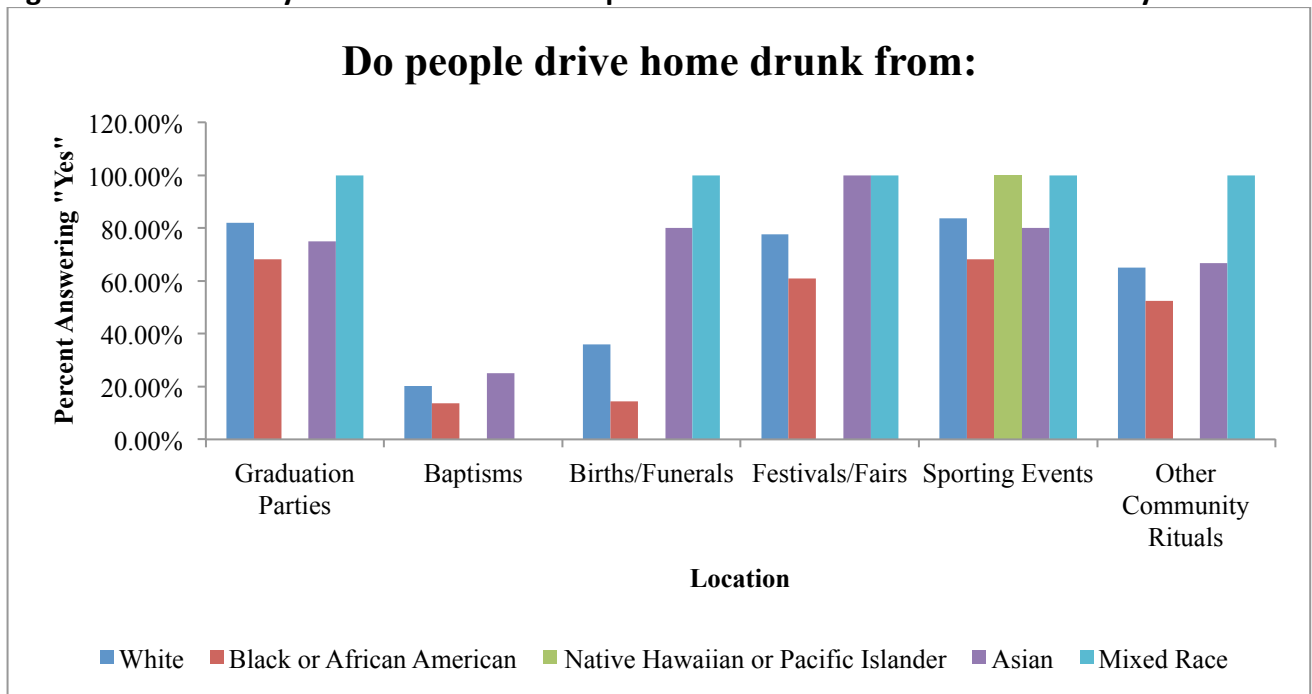


Figure 39. Community Events Where It's Acceptable for Underage to Drink

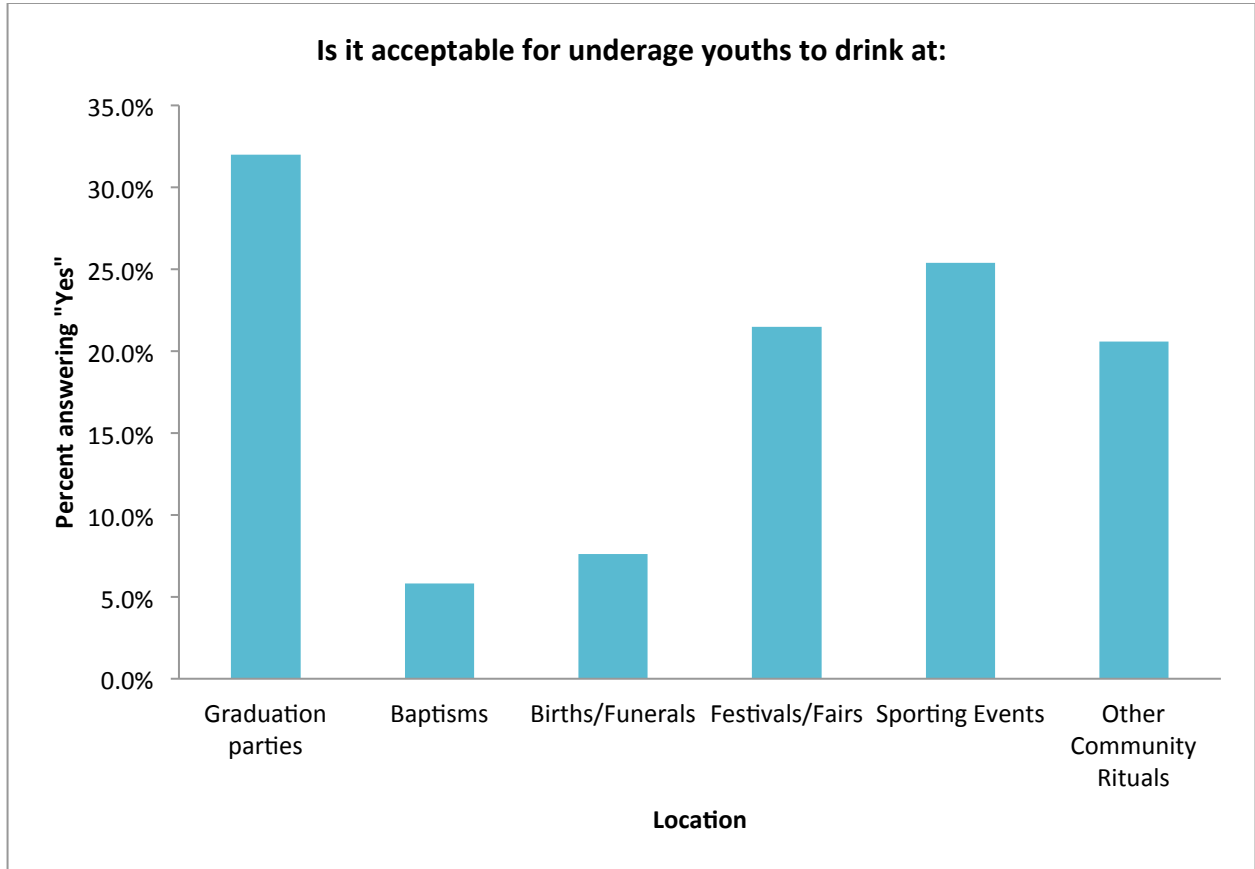


Figure 40. Community Events Where It's Acceptable for Underage to Drink Male vs. Female

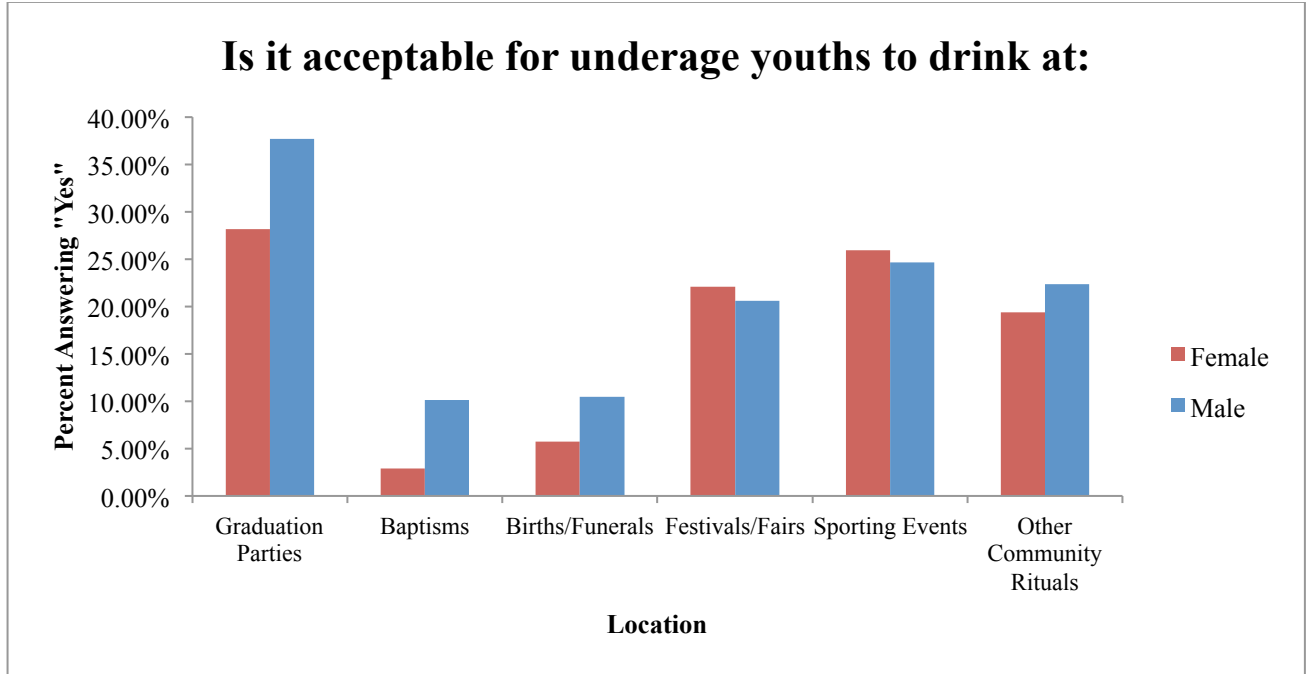
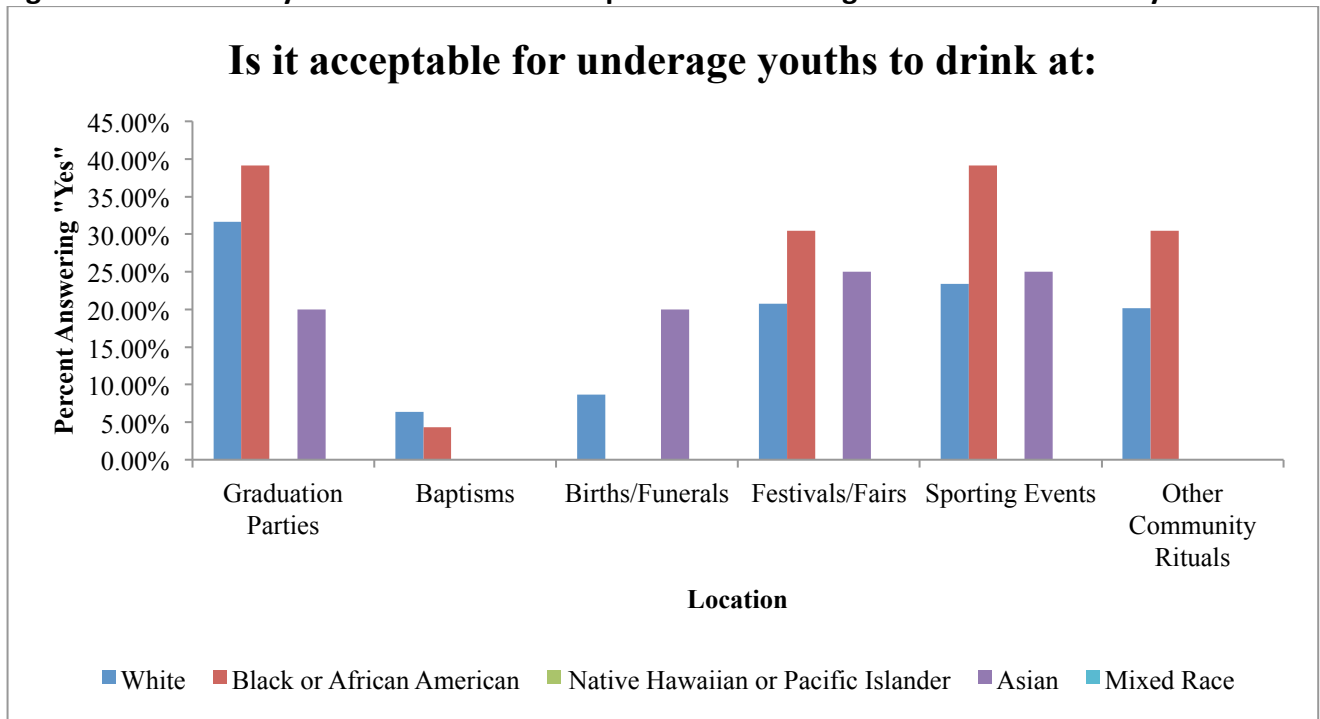


Figure 41. Community Events Where It's Acceptable for Underage to Drink Crosstabs by Race



Summary of National Outcome Measures Survey

A sample size of 112 (60 males, 52 females) was achieved by distributing surveys at town hall meetings, community events, and locations throughout Bulloch County. The race/ethnicity and age demographics for the sample are shown below in Figure 36. and Figure 37. Males reported having more drinks in the past month than females. The mean age of first drink of an alcoholic beverage was at 16 years old. The majority of respondents thought people had a moderate risk or great risk of harming themselves physically or in other ways when they engage in drinking alcohol. For most respondents there was no difference work for an employer that tests its employees for drug or alcohol use on a random basis. Most survey respondents did not have children to talk about the dangers or problems associated with the use of tobacco, alcohol, or drugs. 34% reported driving a vehicle under the influence of alcohol within the past year. Males were more likely to self report driving drunk (68%) than females (32%).

Figure 42. Race/Ethnicity Demographics NOMS Survey

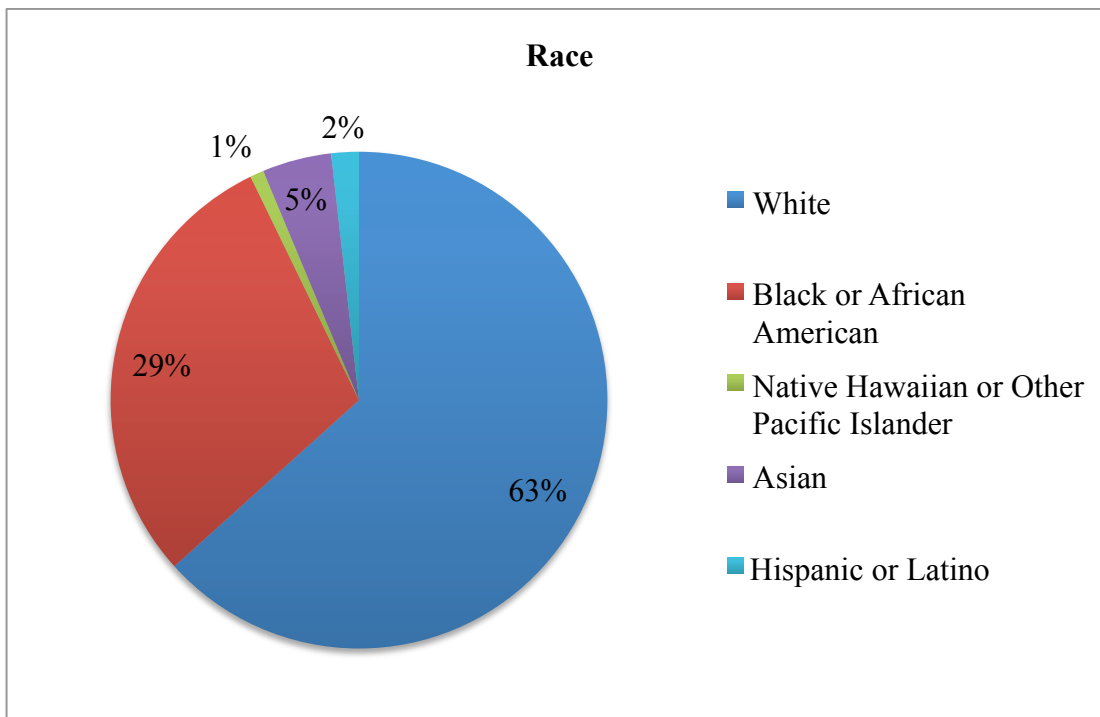


Figure 43. Age Demographics NOMS Survey

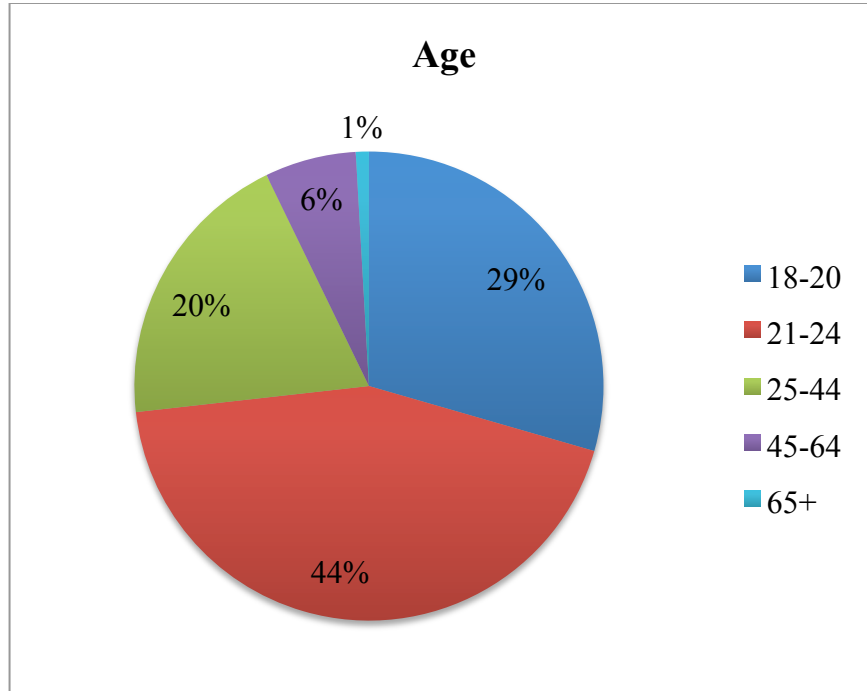


Figure 44. Past Month Alcohol Use

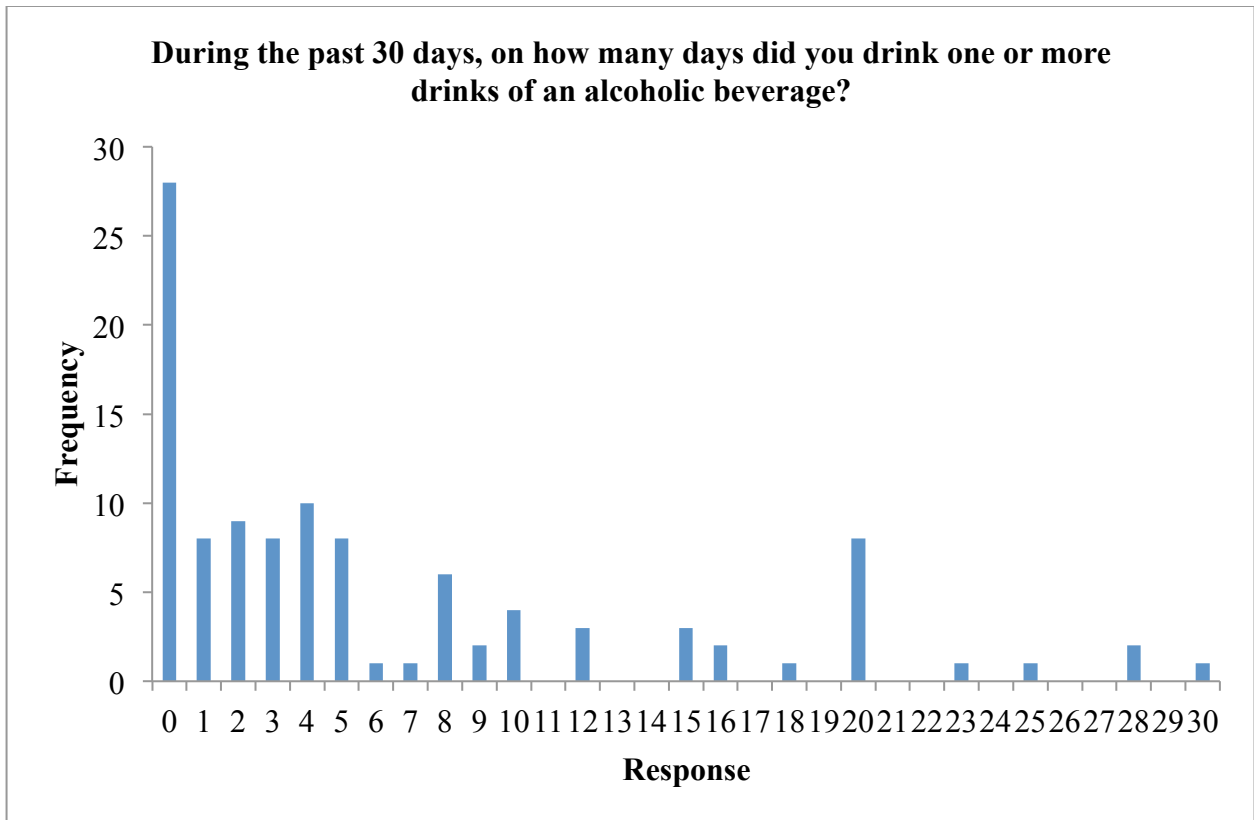
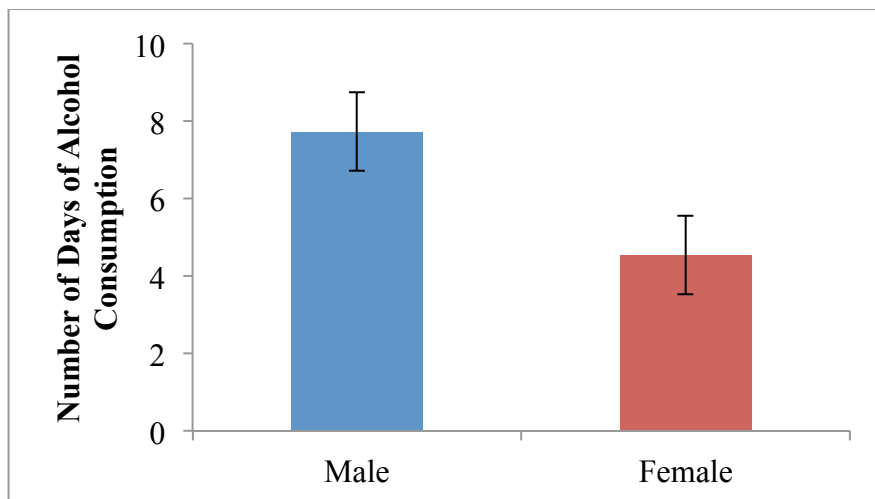


Figure 45. Past Month Alcohol Use Male vs. Female



There was a significant difference between males and females in the number of days consuming one or more drinks of an alcoholic beverage ($t(105) = 2.21, p < .05$). Males drank more days in the month ($M = 7.73, SEM = 1.01$) than females ($M = 4.54, SEM = 1.01$). A two-tailed independent samples t-test was used to analyze the data.

Figure 46. Age of First Alcoholic Beverage Consumption



Eight respondents (7.1 %) never had a drink of an alcoholic beverage. Four respondents (6 %) didn't know or couldn't say what age they had their first alcoholic beverage. A two-tailed independent samples t-test was used to further analyze the data. There was no difference between males and females in age of first drink ($t(98) = -0.45, p > .05$). Both males ($M = 16.69, SEM = 0.37$) and females ($M = 16.93, SEM = 0.41$) started drinking around the same age.

Figure 47. How Much People Risk Harming Themselves Physically or In Other Ways When They Engage In Drinking Alcohol

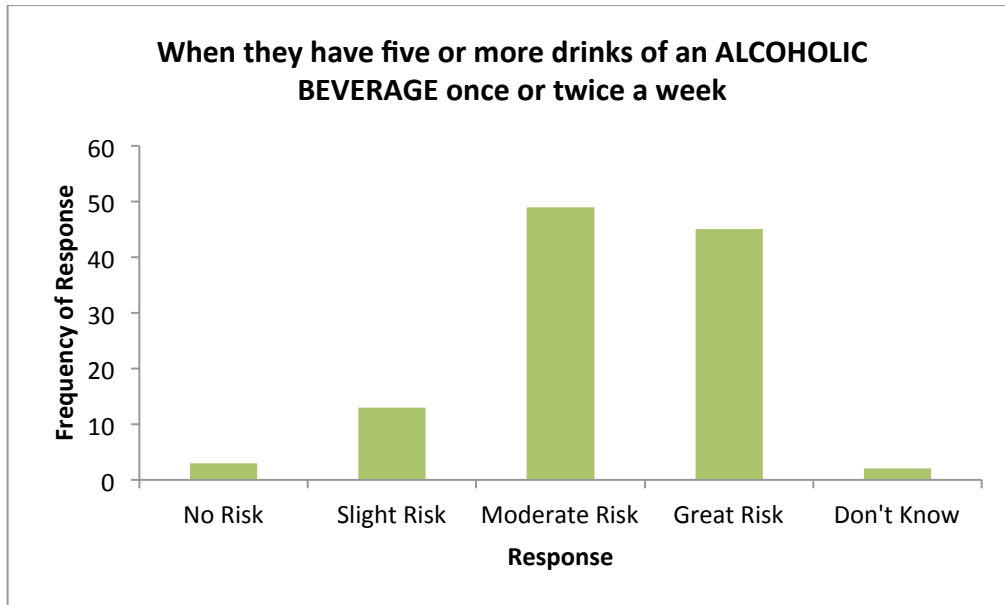


Figure 48. Would You Be More Or Less Likely To Want To Work For an Employer That Tests Its Employees for Drug or Alcohol Use on a Random Basis?

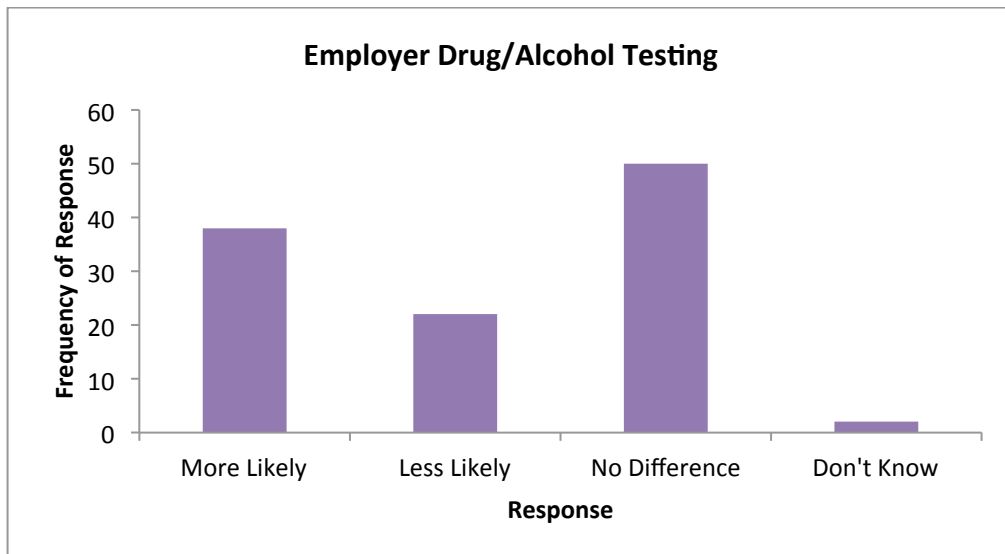


Figure 49. Times Talked With Child about Tobacco, Alcohol, or Drugs during the Past 12 Months

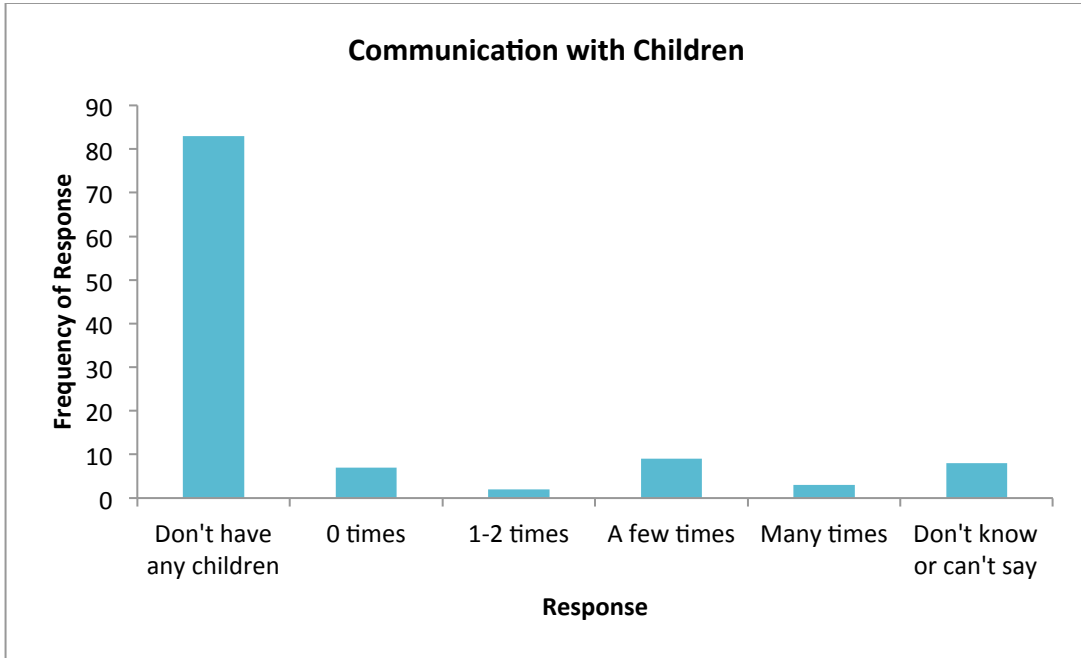


Figure 50. Driven Under the Influence of Alcohol during the Past 12 Months

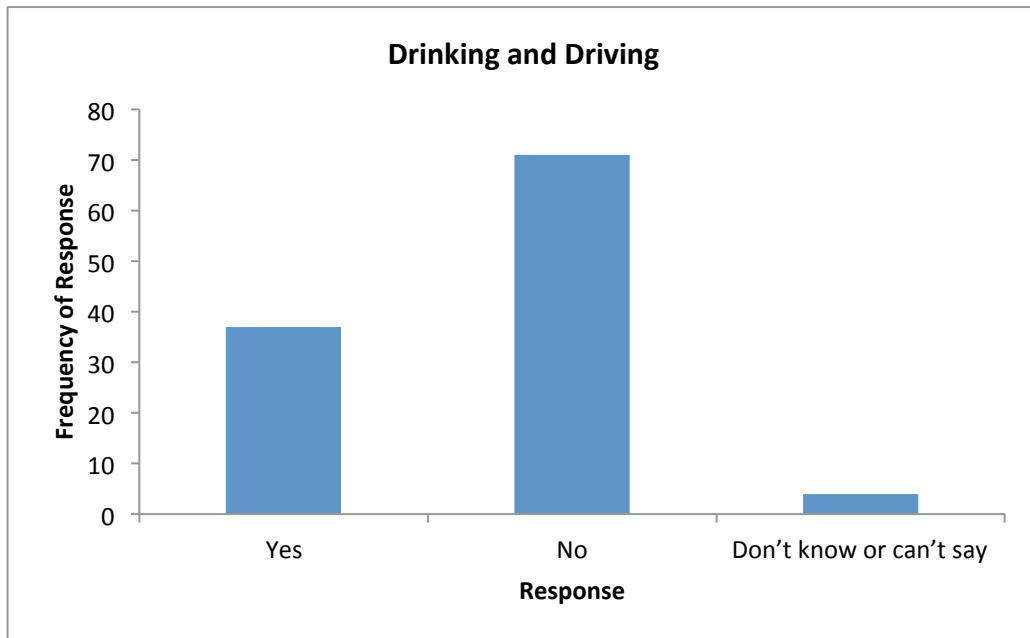
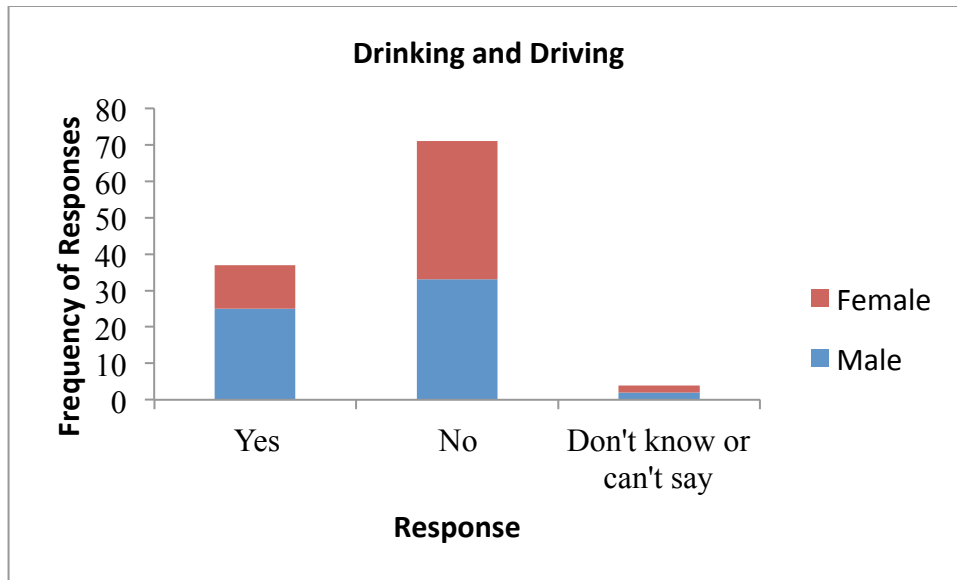


Figure 51. Driven Under the Influence of Alcohol during the Past 12 Months Male vs. Female



Males were more likely to self report driving drunk (68%) than females (32%).

Summary of National Outcome Measures Survey Willingway Hospital

The NOMS surveys were also distributed to a sample at Willingway Hospital which specializes in treatment of alcoholism and drug addiction. Thirty-nine people completed the survey (12 males, 27 females). Thirty-five respondents (89.7%) were White while 3 (7.7%) were African American and 1 (2.6%) was Asian. Age demographics are shown below in Figure 46.

90% reported not having a drink within the in the past month, only 3 people (7.7%) reported having a drink. The mean age of first drink of an alcoholic beverage was 13 years old. The majority of respondents thought people had a moderate risk or great risk of harming themselves physically or in other ways when they engage in drinking alcohol. Most respondents were more likely to work for an employer that tests its employees for drug or alcohol use on a random basis. Most survey respondents did not have children to talk about the dangers or problems associated with the use of tobacco, alcohol, or drugs. 36% reported driving a vehicle under the influence of alcohol within the past year.

Figure 52. Age Demographics NOMS Survey Willingway Hospital

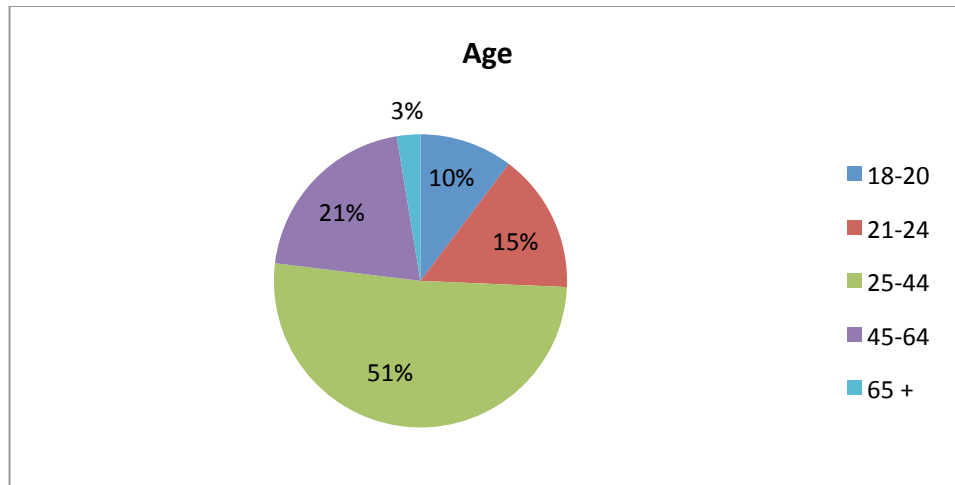
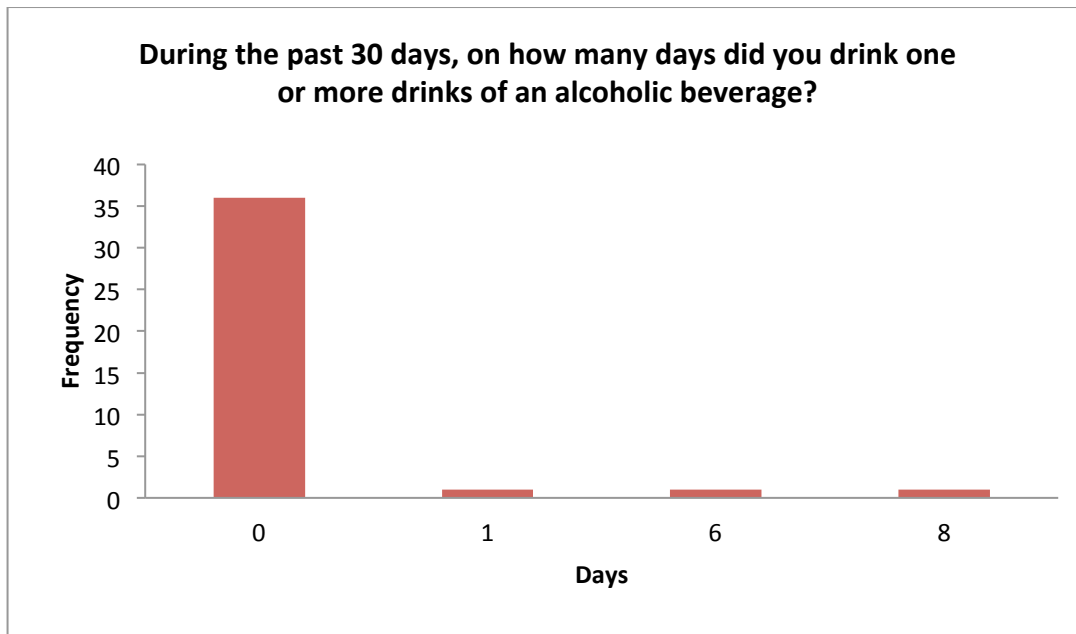


Figure 53. Past Month Alcohol Use Willingway Hospital



Three (7.7%) respondents had a drink of alcohol in the past 30 days. One participant (2.6%) checked that they didn't know or couldn't say if they had a drink of alcohol in the past 30 days.

Figure 54. Age of First Alcoholic Beverage Consumption Willingway Hospital

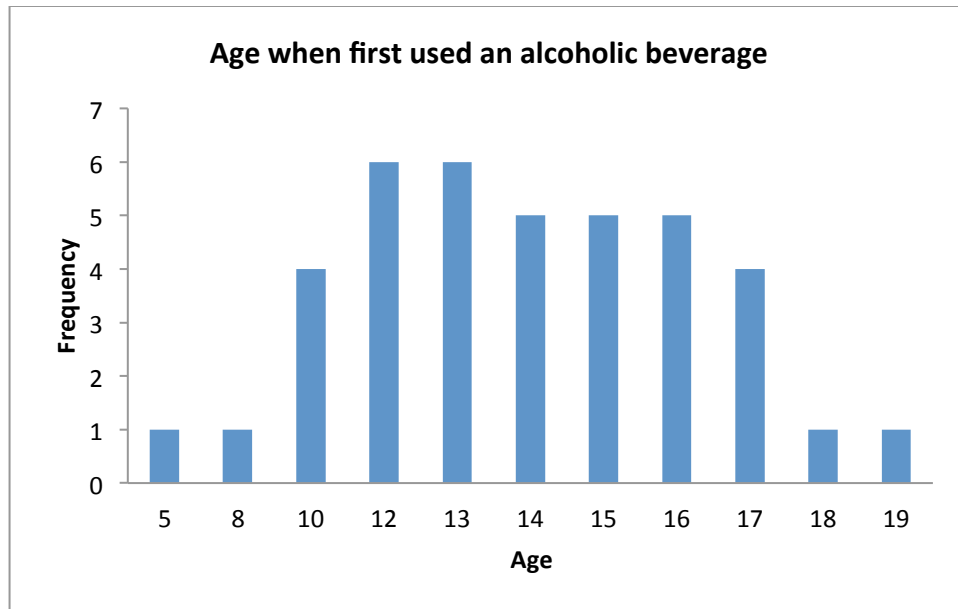


Figure 55. How Much People Risk Harming Themselves Physically or In Other Ways When They Engage In Drinking Alcohol Willingway Hospital

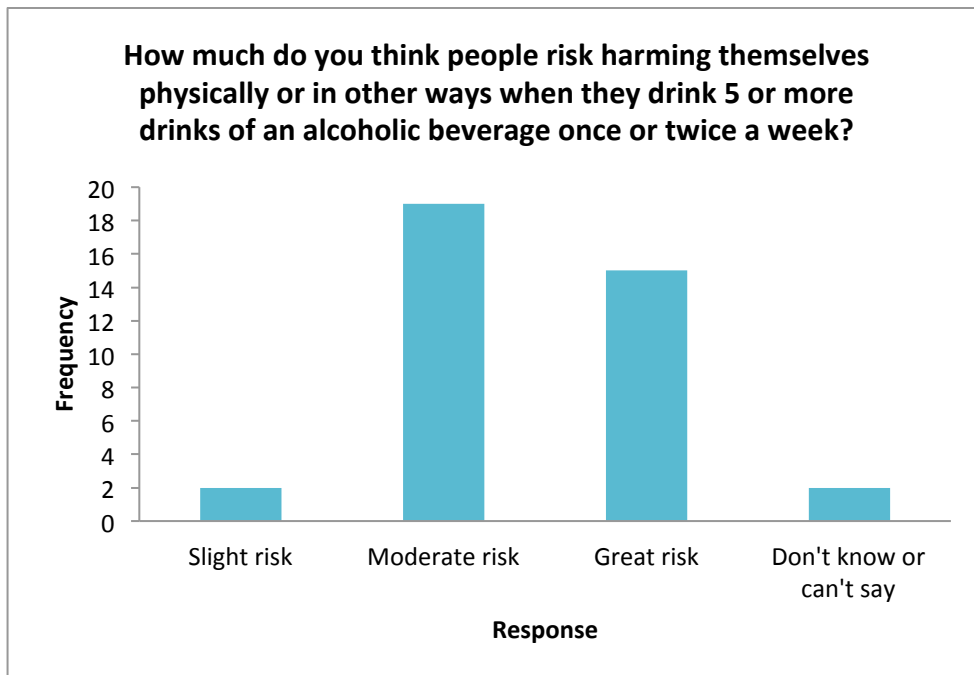


Figure 56. Would You Be More Or Less Likely To Want To Work For an Employer That Tests Its Employees for Drug Or Alcohol Use On A Random Basis Willingway Hospital

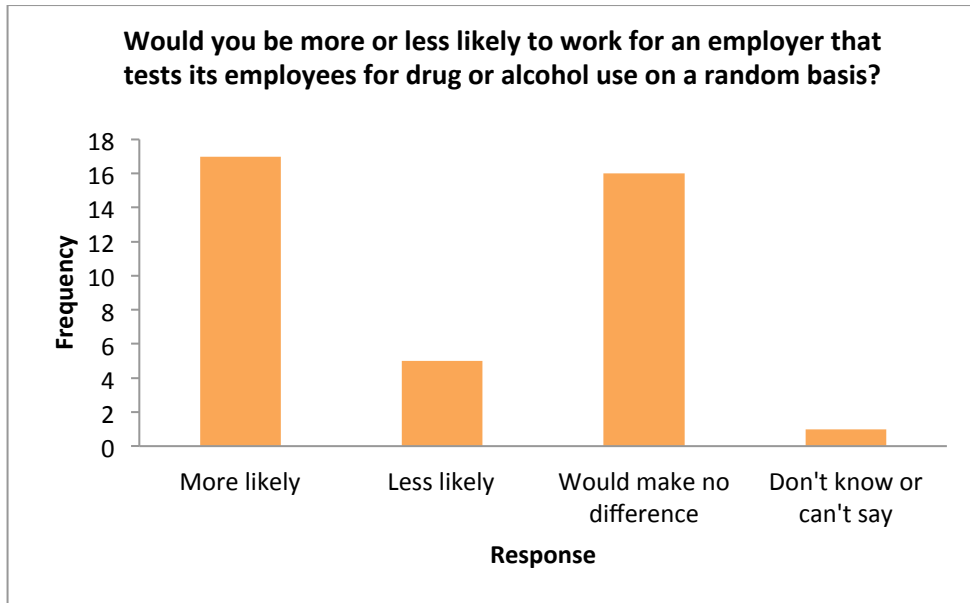


Figure 57. Times Talked With Child about Tobacco, Alcohol, or Drugs during the Past 12 Months Willingway Hospital

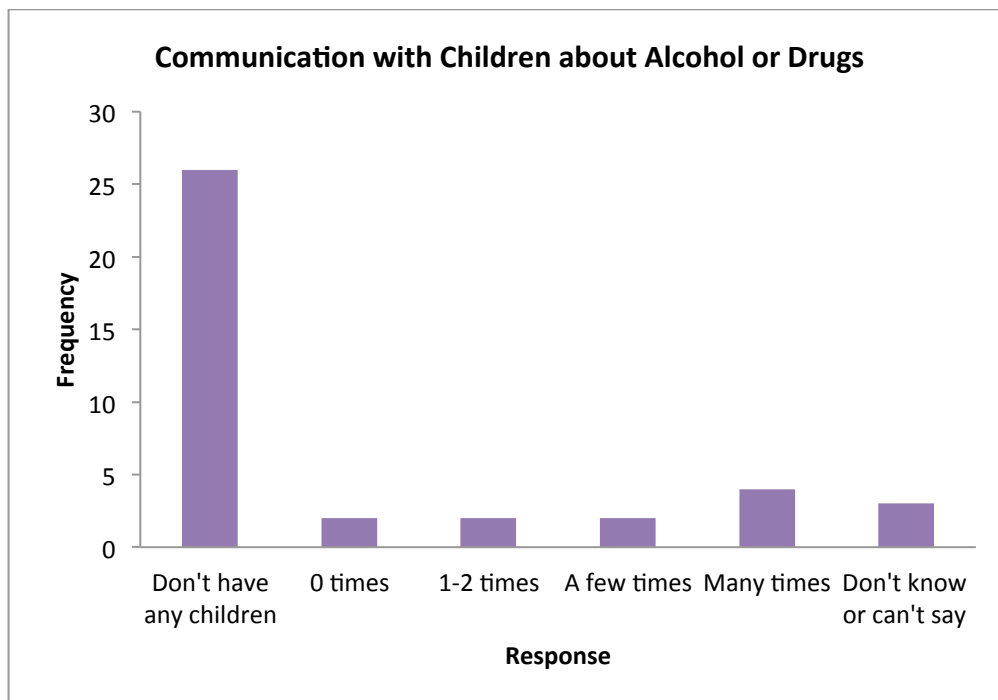
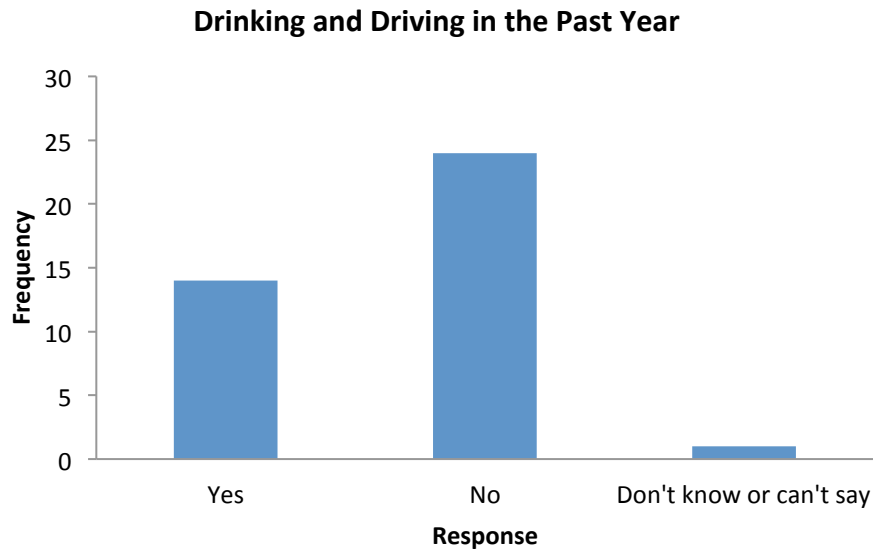


Figure 58. Driven Under the Influence of Alcohol during the Past 12 Months Willingway Hospital



Discussion

There was a significant difference between males and females in the number of days consuming one or more drinks of an alcoholic beverage. Males drank more days in the month than females. This is consistent with the data listed in the Contextual Results section, showing that males have a higher rate of alcohol-related crashes in Bulloch County. It is also noted that 78% of the norms survey participants believe that it is acceptable to drive home drunk from graduation parties, while 19% of the survey participants believe that it is acceptable to drive home drunk from baptisms. 81% of the survey participants reported that they believe it is acceptable to drive home drunk from sporting events. 75% of the participants reported thinking it is acceptable to drive home drunk from festivals/fairs. 63% believe that it is acceptable to drive home drunk from other community events. 58.3% believe that it is easy for underage youths to obtain alcohol from older siblings, while 46.7% believe that it is easy for

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Georgia Southern University

Jiann-Ping Hsu College of Public Health

underage youths to obtain alcohol from friends. 62% of respondents believe that it is very easy for underage youths to obtain alcohol from their households without their parents knowing it.

e. Intervening Variable: Pricing

Pricing refers to the cost of alcohol and the extent to which changes (i.e., discounting or price increases) affect consumption. Per the guidelines in the Needs Assessment Workbook, we are going to look at 2 areas.

1. Drink Pricing
2. Container Pricing

14 Bars/Restaurants, 2 liquor stores, 5 grocery stores, and 20 gas stations/convenient stores were observed. Primary data was collected using the Bar Assessment Tool located in Appendix H and the Pricing Assessment Tool located in Appendix K.

- 1. Drink Pricing** We observed drink pricing specials from as low as \$1 to \$2 all day every day in bars/restaurants close to campus. Competition for the college student population contributes to cheap drink pricing. Also, city ordinances contribute to cheap pricing as alcohol sales for bars/restaurants must not exceed 35% of total sales for bars within 100 yards of a university building. City ordinances also have strict requirements for “happy hour” specials encouraging bar/restaurant owners to offer cheap pricing all day every day instead of only at certain times.
- 2. Container Pricing** Discounts are available for container pricing on larger quantities of alcohol. Stores in close proximity to campus advertise “beer caves” where larger quantities of beer can be cheaply purchased and already chilled. Local competition keeps container pricing low.

Bars/Restaurant 14 Bars/Restaurants were observed. Located in the Statesboro community, these bars/restaurants all offer sale prices on drinks that target college students. The following were found from bar observations:

- Bars offering happy hours with discounted drinks 61.5% (8)
- Prices increase to their normal level after happy hour is over 30.8% (4)

- All-you-can-drink specials offered 0% (0)
- Two-for-one-drink specials offered 7.7% (1)
- Price specials for larger amounts of alcohol purchased (e.g. 20 ounce beer specials) 84.6% (11)
- Specials for certain groups (e.g. ladies night, college night, etc.) 15.4% (2)

Gas Stations/Convenience Stores Of the 20 gas stations/convenience stores observed, 87.5% offer sale prices on beer and wine and 86.7% offer price specials for larger amounts of alcohol purchased (e.g., sales on larger packs of beer, larger bottles of wine, etc.). We observed that gas stations/convenience stores near campus offer more sale prices on larger quantities and gas stations/convenience stores in lower-income sections of Bulloch County offer sale prices on single units and smaller quantities (e.g., high alcohol content wine, malt beverages, single beers, etc.). Overall, 75% of gas stations/convenience stores offered bottles of wine for less than \$5.00. In several stores we also found liquor flavored (vodka, whisky) high alcohol content wine. As a way to still provide consumers with a liquor-like product stores provide liquor flavored wine to avoid breaking the law.

Grocery Stores 50% of grocery stores offered sale prices on beer and 62.5% offered sale prices for larger amounts of alcohol purchased (e.g., sales on larger packs of beer, larger bottles of wine, etc.). Also, 62.5% of grocery stores offered bottles of wine for less than \$5.00.

Liquor Stores All though retail sales of distilled spirits is prohibited in Bulloch County, we observed 2 “county line” stores located on the Bulloch County line. These liquor stores did not offer sale prices on beer, wine, liquor of larger quantities. However, they did offer bottles of wine for under \$5.00

Discussion

For drink pricing the majority of bars and restaurants in Bulloch County offer price specials for happy hour and for larger amounts of alcohol purchased. Also some bars offer drink specials \$1 to \$2 all day every day in bars/restaurants close to campus. Discounts were available for container pricing on larger quantities of alcohol in Statesboro sold at gas stations and convenience stores with large quantities of cheap beer already chilled and local competition keeping container pricing low.

f. Intervening Variable: Promotion

Promotion refers to the attempts by alcohol retailers and industry to increase demand through the marketing of their products. This includes both local promotion in Bulloch County and national promotion. Data was collected for this variable through community events, newspaper ads, other advertising, and the promotions survey.

Data was collected on community events in Bulloch County serving alcohol from January 2010 to May 2010. These events are shown in the table below. It was determined that there are no events in Bulloch county that have alcohol related sponsors. Of the community events surveyed, 40% had alcohol available and 60% did not have alcohol available.

Data on local alcohol promotion was also collected from local newspapers to assess advertisements and promotional events.

Table 11. Local Alcohol Advertisements and Promotional Events in the Newspaper

Name Of Paper	Frequency Of Paper	Time Period	Total Number Of Alcohol Advertisements And Promotional Events	DUI Defense Ads
The Connect, 11th Hour, and George-Ann (free local papers)	Weekly and biweekly	May 31- June 11	23 (out of 11 papers surveyed)	2 (out of 11 papers surveyed)
Statesboro Herald and Savannah Morning News	Daily	June 7- June 11	1 (out of 7 papers surveyed)	0 (out of 7 papers surveyed)

Out of the local newspapers assessed on average there were 2 alcohol advertisements and promotional events per paper. It is noteworthy that in the free local papers all had a section for

bars and restaurants offering drink specials and happy hour specials. One free local paper also had a DUI defense advertisement. However, the Statesboro Herald and Savannah Morning News only had 1 advertisement or promotional event listed. These papers also target an older audience while the free local papers target younger adults and college students.

Bar and restaurant observations were also used to collect data on alcohol promotion in Bulloch County. We found that bars typically advertise through free local papers (The Connect, The 11th Hour and George-Ann), and online through websites, Facebook and MySpace. The following summarizes findings from bar and restaurant observations.

- Alcohol advertising was visible from the outside of the store (e.g., neon signs) 69.2% (9)
- Alcohol advertising was on the inside of the store 84.6% (11)
- Bars offering free alcohol-related merchandise or promotional gifts 7.7% (1)
- No sales to minors signs were posted 23.1% (3)
- Bars sponsoring community events 7.7% (1)

The alcohol promotions survey was also used to collect data on alcohol promotion in Bulloch County. The survey was focused more on national promotion than local promotion. Results from the promotion survey are below.

Table 12. Alcohol Advertising Targeting Underage Drinking

Media targeting underage drinking	
Media	Percent of respondents saying alcohol advertisements target youth
Radio	57%
TV Commercials	50%
Billboards	46%
Store Fronts	37%
Sporting Events	33%
Community Events	16%
Newspapers	11%

Table 13. Alcohol Advertising Targeting Specific Audiences

Media targeting specific groups	
Media	Percent of respondents saying alcohol advertisements target specific groups
TV Commercials	64%
Sporting Events	53%
Radio	52%
Billboards	51%
Store Fronts	41%
Community Events	24%
Newspapers	16%

Table 14. Specific Groups Targeted by Alcohol Advertising

Specific groups targeted	
Media	Top three responses
Radio	Women, Young Men, Young people
TV Commercials	Men, Young men, Women
Billboards	Young men, Young people, Young women
Store Fronts	Young men, College students, Young women
Sporting Events	Men, Young men, Young people
Community Events	Young Adults, Men, Young women
Newspapers	Newspaper readers, College students, Youth/Young Adults

Discussion

Alcohol promotion in Bulloch County is advertised locally through newspapers, store and bar/restaurant fronts, and one billboard coming into town from the highway. Also some community events in Bulloch County serve alcohol. Alcohol is advertised nationally through radio and TV commercials.

g. Intervening Variable: Low Perceived Risk

Low perceived risk refers to the belief that there are few negative consequences for drinking and driving. As suggested by the Community Assessment Workbook, two possible contributing factors were explored in Bulloch Co. Low perceived risk of arrest and/or penalties and low perceived risk of alcohol use.

Data Collection

Primary data was collected during 3 town hall meetings, 4 focus groups, and the Community Perceptions and, NOMS surveys. The Georgia Student Health Survey was also used as a secondary resource. The majority of the town hall meeting and focus group participants reported that while they believe that it is wrong to drink and drive, and they may receive some consequences, the consequences of a DUI are, “not that bad”. During all of the focus groups, the participants reported knowing someone who had gotten a DUI or had been in an accident and the consequences that they received were ‘manageable’. The community members did report, however, if a person gets more than one, then the consequences are more severe. While the community members that participated in the town hall meetings and focus groups reported that heavy drinking is dangerous, the majority of the participants reported drinking is very acceptable, at any age. It is even encouraged by some parents, clubs, and subcultures. Below is a summary of the qualitative data collected at the meetings:

Low Perceived Risk – Bulloch County Town Hall Meetings and Focus Groups

1. Low perceived risk of arrest or penalties
 - a. Background checks, its common to have DUI, likely to be brushed under the rug
 - b. People think a DUI can be expunged, misconception that you can
 - c. Some people think they can drive better when drinking
 - d. Underage drinking and driving big problem, they go to parties and then got to get home before curfew
 - e. You can drive after drinking to get home, just drive the speed limit
 - f. Acceptable to drive drunk

- g. People have done it so long they think it's ok (driving drunk)
 - h. No serious concerns because nothing serious has happened to a local middle school or high school student
 - i. They (juveniles) are very aware of consequences if caught with alcohol but nobody worries about them until they get caught.
2. Low perceived risk of alcohol use
- a. Community may not be aware of how significant underage drinking problem is
 - b. Lack of education on time and amount of drinks to result in impairment
 - c. Don't have to be stumbling drunk to be impaired, but people think they aren't impaired after a few drinks
 - d. Culture is to beat the system. Most adults don't know how many drinks are ok to operate a motor vehicle
 - i. Buzz driving is the same as drunk driving
 - ii. Bypass and other roads are too fast (country roads)

GA Student Health Survey

The Georgia Student Health Survey is designed to collect information about a variety of topics including alcohol, tobacco, and other drugs; school violence; school climate; and nutrition. The 2009-2010 Bulloch Co. student survey was obtained and summarized by the CLEOW for the purposes of the SPF-SIG. There are 4 questions that were pertinent to intervening variable seven. For drivers under the age of 21, what level of alcohol is considered a DUI, 10th and 12th graders reported a variety of amounts. Bulloch Co. follows the zero tolerance law, which means that any level of alcohol found in an underage driver qualifies for a DUI. Over 30% of tenth graders that completed this question reported that .02 was the correct level of alcohol, while 21% of twelfth graders also reported .02. Middle and high school students were also asked if they thought alcohol was harmful. 33% of Sixth graders reported that it was very

harmful, 29% of Eighth graders reported it was very harmful, 22% of tenth graders reported it was very harmful, and 15% of twelfth graders reported it was very harmful.

Figure 59. Knowledge of Underage BAC Levels⁸

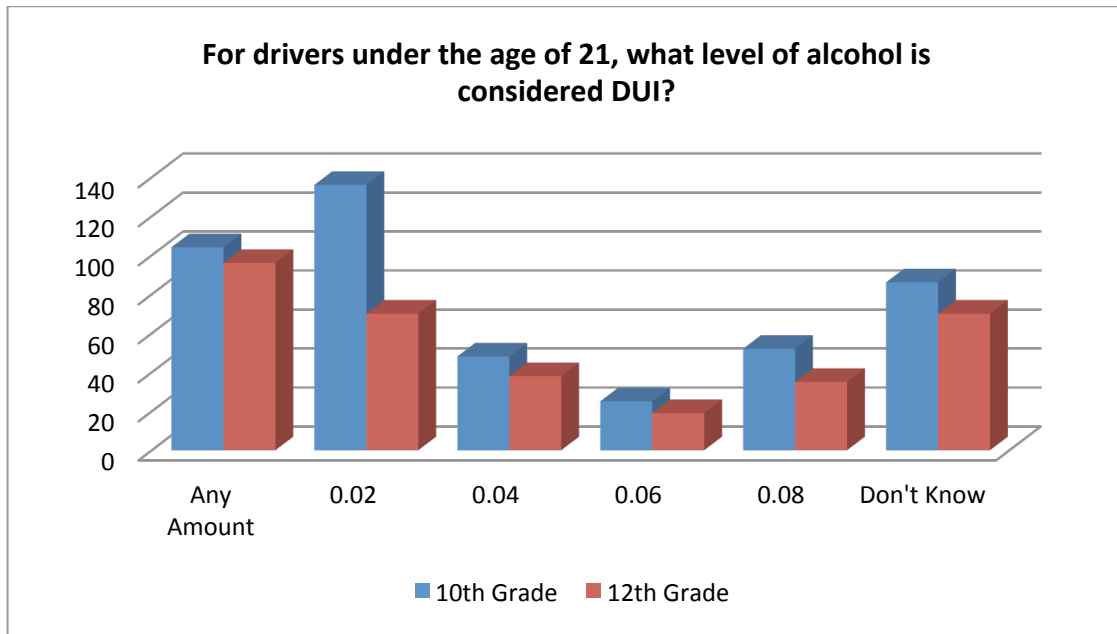


Figure 60. Perception of Alcohol Use⁸

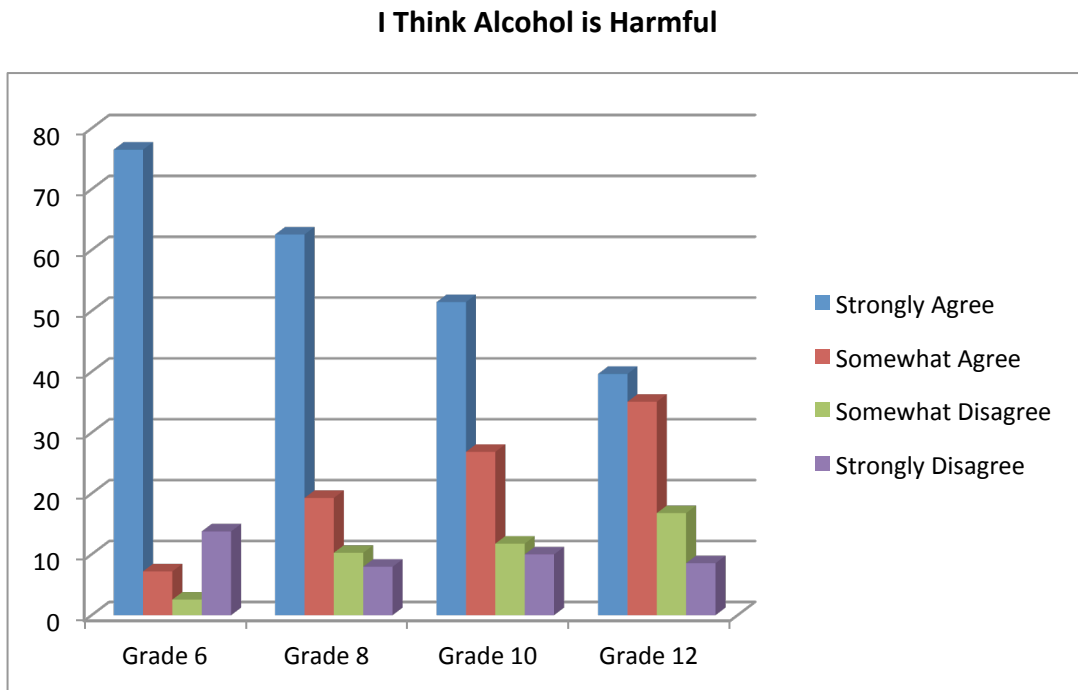


Figure 61. Perception of Friends Views of Alcohol Use⁸

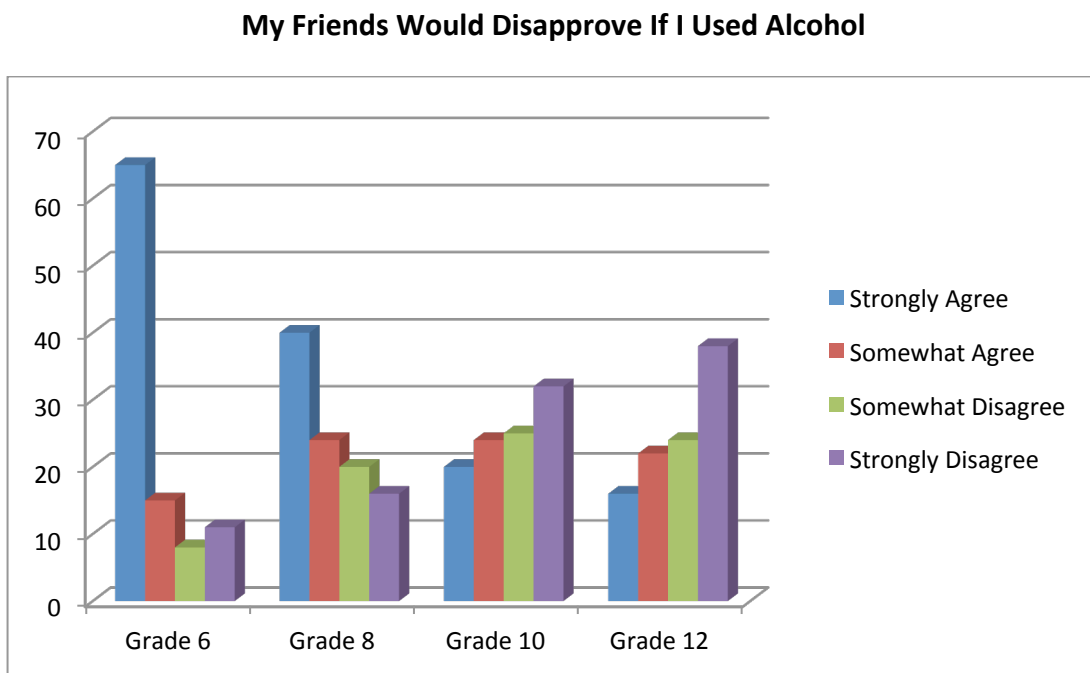
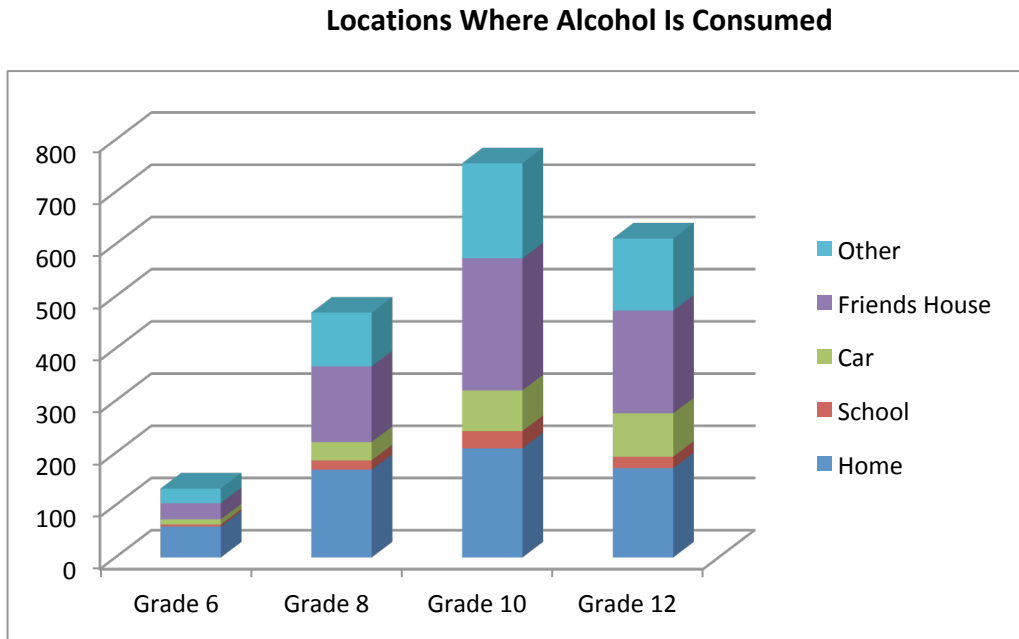


Figure 62. Locations of Underage Consumption⁸



Discussion

After reviewing the secondary data from the GA Student Health Survey and the primary data collected during 3 town hall meetings, 4 focus groups, and the Community Perceptions and, NOMS surveys, it was found that underage drinking is occurring in Bulloch County and a large portion of the drinking is occurring in the homes. A community member at the Boys and Girls Club focus group was quoted as saying, “Parents think that if they let their kids drink at their home, they are safer. As long as they can try and control it, their kids are safe.” It was later discovered during this focus group, that these parents are also allowing their child’s friends to drink in their homes, which means that when it time for the friends to go home, they are driving home after drinking. There is also a perception within the community that DUI’s are easy ‘to get out of’. It was reported by another community member at the GSU town hall

meeting that they knew another student who had received a DUI, but because of who his family knew, he was not convicted with a DUI. Therefore, there is a low perceived risk of

According to the data most of the community is not aware of the laws or the legal BAC limits for of age or underage drivers. For drivers under the age of 21, what level of alcohol is considered a DUI, 10th and 12th graders reported a variety of amounts. Bulloch Co. follows the zero tolerance law, which means that any level of alcohol found in an underage driver qualifies for a DUI. Over 30% of tenth graders that completed this question reported that .02 was the correct level of alcohol, while 21% of twelfth graders also reported .02. Middle and high school students were also asked if they thought alcohol was harmful. 33% of Sixth graders reported that it was very harmful, 29% of Eighth graders reported it was very harmful, 22% of tenth graders reported it was very harmful, and 15% of twelfth graders reported it was very harmful. Therefore, according to the data collected, there is also a low perceived risk of alcohol use.

V. Prioritization

The CAC met on July 15, 2010 and after a short presentation on the data collected by the members of the CLEOW, the community members ranked each intervening variable. The discussion focused on two main points: What did the research show us is the main factor contributing to the alcohol-related crashes in our community? What is the likelihood of change?

The CAC ranked enforcement and adjudication as a 4 meaning it was not a strong intervening variables. Since it was not ranked higher than 6, contributing factors were not discussed for this variable.

Social/Community Norms was ranked as a 9 by the CAC. During the ranking meeting, the council considered the major trends identified during the data collection. These trends included: Cultural acceptability (both college & community), lack of activities to do (costly to attend movies, big events are hard to supervise, teen club), acceptable to drink & ride dirt roads, rite of passage for high school youth and college students, and the perception that everybody's doing it. From the conversation, 3 Social and Community Norms Contributing Factors were identified:

1. Cultural Acceptability

- The affect occurs with the community as a whole (enforcement of laws, parents).
- Everyone in the community allows this.
- Acceptability happens everywhere, homes, on campus, fields, roads, cars, special events.
- Acceptability is happening all the time.
- It occurs by citizens exercising indifference, or it is a tradition passed down by parents.
- Could be happening as a part of American culture as a whole, or even the world culture.

2. Rite of Passage

- It occurs with youths, adults especially when a special event is involved.
- Everyone allows this, families, role models, and peers.
- Rite of passage thinking happens during special events, weekends, parties, celebrations, football games.
- It is taking place at some homes, parties, cars, bars, and community events.
- Rite of passage traditions are being passed down by older community members.
- Rites of passage could also occur in subcultures: fraternities, clubs, and sports teams.

3. Acceptance

- It occurs with underage youths, adults, community leaders
- Everyone in the community allows it to happen. Even those members who believe it wrong to accept drinking and driving allow it to happen because they do not say anything against this line of thinking.
- It occurs at community events, weekends, or special events.
- Occurs directly or indirectly through overlooking popular opinion or traditions are passed down.
- People are desensitized, lack of supervision of youths drinking.

Pricing was ranked as a 4 by the CAC. During the ranking meeting, the council considered drink pricing and container pricing. The CAC reviewed our findings from observations of gas stations/convenience stores, bars/restaurants and liquor stores. In Bulloch County alcohol is inexpensive and readily available.

The CAC ranked promotion as a 3 meaning it was not a strong intervening variable. Since it was not ranked higher than 6, contributing factors were not discussed for this variable.

Low perceived risk was ranked at an 8 by the CAC. 2 contributing factors were further explored by the CAC and CLEOW during the ranking meeting.

1. Low perceived risk of arrest and/or penalties:

a. The entire community is affected (uneducated).

The CAC felt that there is a general lack of education about local and state laws pertaining to DUI arrests and underage drinking. This has led to a general sense of indifference and vagueness within Bulloch Co.

Community members see some people getting harsher punishments for crimes while others 'get it taken care of'. This has produced a low perceived risk of consequences.

b. The entire community is responsible for allowing it to happen.

After reviewing the data collected by the CLEOW, the CAC reported that the community has become so accustomed to the way things are, no one really tries to find out exactly what the policies say.

c. When making a decision to drink and drive or drink underage (daily).

There was not really a specific time that this perception is occurring or not occurring. As it is a mindset, the CAC felt that it is occurring all the time.

d. It happens in bars, homes, dirt roads, parking lots, stores; anywhere alcohol is available, (nationwide).

The CAC made the point that low perceived risk may occur more frequently when a person is making a risky decision. This can occur anywhere alcohol is consumed or sold. There was some discussion about the low perceived risk being a state or even national trend, not just a local phenomenon.

e. Misconception is how it occurs (not enough education of laws and consequences).

f. When making decisions for other risky behaviors/domestic violence (constant changing laws), social issues.

2. Low perceived risk of alcohol use:

a. Mostly youth, some heavy drinkers, normal drinkers, and oblivious people.

The CAC felt that most of the community is ignorant to the effects of consuming alcohol. Again, they noted that the data showed Bulloch Co. residence as having an attitude of indifference or cultural acceptability.

b. Authorities, parents, police, community leaders, peers allow this either by a lack of education or being poor examples themselves.

c. Mostly in the evenings, weekends, holidays, large events.

Our findings showed that there is a connection between drinking at events and low perceived risk. Drinking at community events is culturally accepted and sometimes encouraged. The CAC believes that most of the drinking is occurring at these events, whether it is weekend drinking to ‘unwind’ or tailgating at football games.

d. Everywhere: roads, cars, parties, bars, homes, campus, off – campus, or rural fields.

The committee noted that as a result of the Community Perception Survey, the NOMs and the summarized town hall meetings and focus groups, most of the drinking is occurring at any one of these locations listed above.

There was much discussion relating to the Social Norms and Low Perceived Risk variables. The CAC feels that there is a drinking culture in Bulloch County and it is the norm to drink, whether at a social or community event. The committee also expressed concern that most community members do not know the consequences of drinking and driving or consuming alcohol. The community leaders feel that the current local and state laws and ordinances are vague and not explained well to the Bulloch County population as a whole. It is for these reasons that Social Norms and Low Perceived Risk were rank as an 8 and 9.

Retail Availability is ranked as the third highest variable because the CAC members are concerned about ID issues and how available alcohol is to certain populations (lower economic areas and college students), but this variable was not ranked higher because of economic impact. Please refer to Table 16. for a ranking summary:

Table 15. Prioritization of Intervening Variables

Intervening Variable	Score	Rank
Retail Availability	5	3
Social Availability	4	4
Law Enforcement and Adjudication	3	6
Social Norms	9	1
Pricing	4	5
Promotion	2	7
Low Perceived Risk	8	2

As the result of the ranking process and the subsequent scoring, the CAC in collaboration with the CLEOW identified the highest priority areas and areas of no priority. During the CAC ranking meeting, several concerns were raised about high likelihood of change. While the group ranked Social Norms at the top, the likelihood of change is not very high. However, the committee did feel that Low Perceived Risk does have a good chance to change with strong community leadership and educational programming.

Table 16. Changeability Assessment

	More Important	Less Important
High likelihood of Change	<i>High Priority for Planning</i> <ul style="list-style-type: none">• Low Perceived Risk	<i>Low Priority</i> <ul style="list-style-type: none">• Law enforcement
Difficult to Change	<i>Low Priority</i> <ul style="list-style-type: none">• Social Availability• Social Norms• Retail Availability	<i>No Priority</i> <ul style="list-style-type: none">• Promotion• Pricing

VI. Prevention Resources and Infrastructure and Community Readiness

Prevention Resources and Infrastructure

The Bulloch Alcohol Prevention Program took inventory of what prevention policies, practices and programs are already in place in our community to address alcohol related traffic crashes. Bulloch County is fortunate to have a dedicated prevention workforce that has been in existence for several years. Evidence-based prevention programs have been implemented in the school system and in community-based programs for quite some time. Too Good for Drugs is the curriculum currently being implemented in the Bulloch County public schools. All Stars is the evidence-based curriculum implemented at Bulloch Academy, the largest private school in Bulloch County. All Stars is implemented by the school counselor to all sixth graders. Second Step Violence Prevention has been implemented at the Ombudsman program at both the middle school and high school levels. This program is also utilized in the anger management class offered by Bulloch Alcohol & Drug Council. Though Second Step is mainly a violence prevention program, it does contain lessons that address substance abuse prevention. Project Toward No Drug Abuse (Project TND) is implemented at the high school Ombudsman. Bulloch Commission on Human Services was awarded a grant to reduce alcohol abuse to address alcohol abuse in high school students. Project SUCCESS and Communities Mobilizing for Change on Alcohol (CMCA) are two components of this initiative. Project SUCCESS provides a full-time substance abuse counselor who rotates through the three public high schools. The counselor also conducts small classroom discussions throughout the year with each grade level. A CMCA coordinator was hired and works in partnership with Project SUCCESS. Together, they have convened a youth advisory team comprised of high school students from all three public high schools and one private school. Middle and high schools have Club PRIDE and PRIDE teams. Club PRIDE is a club for middle school students who wish to take a stand for drug-free living while PRIDE teams are for high school students. All PRIDE members are required to develop an action plan to address substance abuse in the community. They conduct skits and performances within their schools and publicly in the community. Charter Conservatory School has a youth

action team comprised of twelve members. This team has been trained to implement environmental strategies to address alcohol use and abuse. Georgia Southern University offers the alcohol skills program to incoming freshman. There are also counseling services available through the counseling center on campus. Bulloch Alcohol & Drug Council offers Prime for Life as the curriculum for its substance abuse education class. Those found guilty of alcohol violations may be sentenced to attend this class. Bulloch Alcohol & Drug Council also provides the intervention class for public school students who have been found in violation with the student code of conduct alcohol & drug policies. Project TND is the curriculum utilized in the intervention class.

Policies, practices and procedures are a little more difficult to identify. There are numerous alcohol-related policies in place for the city of Statesboro. The laws are vague and seem to be ineffective. The Chamber of Commerce is a participant of the statewide “Drugs Don’t Work Here” program. All businesses must have a drug-free workplace policy. Bulloch County Schools has a student code of conduct that addresses alcohol and drug violations. Georgia Southern University and Ogeechee Technical College each have student policies to address alcohol use and abuse on campus and at events hosted by the establishment.

As mentioned earlier, Bulloch County is fortunate to have a well established prevention workforce. Bulloch Commission on Human Services, Bulloch Alcohol & Drug Council, Drug Free Communities Support Program and Southeast Prevention Services have been in place for several years. Representatives from each of these agencies have been working in prevention for 10-30 years. It is beneficial to have seasoned prevention professionals as well as those somewhat new to the field. CAC and CLEOW members have been trained on the Strategic Prevention Framework by the SPF SIG coordinator. Two CAC members have had prior SPF training as well as training on environmental strategies. This provides the CAC with a strong foundation to build upon. Other CAC members provide the group with different perspectives.

The diversity of professions represented in the CAC and CLEOW help maintain a broader perspective.

The second step of the prevention infrastructure assessment is to identify gaps existing in the programs and practices that help address alcohol-related traffic crashes. The four types of gaps that may exist are funding, effectiveness, demographics, and geographic. It is easy for most communities to immediately identify a gap in financial resources. However, Bulloch County receives adequate funding to address this issue and its contributing factors. The problem that exists is the future of these funds that are currently available. Bulloch County is getting close to its tenth year as a Drug Free Communities grantee which means those funds will no longer be available. Southeast Prevention Services receives over half of its budget from Safe & Drug Free Schools and Communities funding which is scheduled to be eliminated after FY11. Project SUCCESS and CMCA are both funded by the grant to reduce alcohol abuse and that money will run out as well. The issue that needs to be addressed is sustainability.

Bulloch County has numerous prevention programs and policies in place. However, local evaluations of all of these programs and policies are not available. All programs implemented by Bulloch Alcohol & Drug Council and Bulloch Commission on Human Services have evaluation results indicating that they are indeed effective. The curriculum used by the school system does not have local evaluation results. The curriculum has been proven effective nationally, but not locally. There is also no type of evaluation on local policies and practices in place such as local ordinances, drug-free workplace policies, etc. The alcohol skills education class offered by Georgia Southern University has data to support its effectiveness.

Local policies, practices and procedures are in place for all demographics. The gap that exists is in reaching youth who are not enrolled in school or college with prevention programs. Portal is a small town within Bulloch County. Portal residents often do not receive as many opportunities

to participate in prevention activities because of Portal's location outside of Statesboro and its small population. This geographic gap exists not only for Portal residents, but also those who live outside of the city of Statesboro. Bulloch County covers 683 square miles with 51.5% of the county containing rural areas.

Although Bulloch County is rich in resources in some aspects, it is clear to see that gaps do exist. Existing resources need to pull together to determine an effective method to evaluate programs, policies, and procedures. The prevention workforce is strong and continues to grow. However, it is imperative that more extensive evaluation be done. Implementing programs and policies just for the sake of having them in place and on paper does nothing to address the real issue of alcohol-related traffic crashes. Bulloch County residents who are part of the 51.5% rural area are not being reached as well as those within the city limits of Statesboro. The CAC will need to address geographic gaps as well.

Human Resources

SPF SIG staff is made up of a full-time project coordinator and a part-time administrative assistant. The coordinator is responsible for convening the CAC and CLEOW for monthly meetings, delegating assignments to the CAC and CLEOW, and reporting progress to the state SPF SIG coordinator. The administrative assistant records minutes of all meetings and assists the coordinator with copies, contacts, and other daily tasks. There are currently 16 members of the CAC, including the coordinator and administrative assistant. There are additional members who should be added to the CAC. The CAC needs representation from diverse populations. The entire CAC is comprised of Caucasian individuals. This is not a true representation of Bulloch County. Most members have their names on the roster, but are not truly active members. There are key stakeholders not involved due to personal conflicts. There are currently six CLEOW members. It would be beneficial to have a community-based epidemiologist join the CLEOW. At this time, all members are from Georgia Southern University and Pineland CSB. Our

major partners are Drug Free Communities Support Program, Bulloch Commission on Human Services, law enforcement, Bulloch Alcohol & Drug Council, Georgia Southern University and youth. There is great interaction among the major partners and key stakeholders. Interaction from law enforcement has been limited thus far, but seems to be getting better. We are lacking involvement from juvenile court and probation. The CAC and CLEOW have interacted well. Everyone has been allowed to voice their opinion without judgment.

Structure and Processes

Leadership in the CAC has been shared by the SPF SIG coordinator and the CLEOW representative, who is also the lead investigator for the needs assessment. At this time, there are no workgroups or committees. Decisions are voted on and decided by majority. The lead investigator has the leadership role in the CLEOW. There are only six members, so there is really little need for committees or workgroups. Decisions are made through discussion of topics and a consensus by the group.

Technical Resources

The SPF SIG coordinator has extensive prevention skills and knowledge. She has been working in prevention for ten years with experience in use of environmental strategies. The administrative assistant is new to prevention, but is eager to learn. The staff's experience with data collection and analysis is limited. The SPF SIG coordinator has experience with collecting pre/post test scores and analyzing that information. No other data experience exists among the staff.

Cultural Competency

Pineland CSB has a cultural diversity plan that all employees must read and adhere to. There is a cultural competency component included in Pineland's new employee orientation. The SPF

SIG coordinator is also a trainer in cultural competence and has conducted training with SPF SIG staff as well as others in the community.

Fiscal Resources

The contract budget is managed through Pineland's administrative office. There is an accountant on staff who keeps all fiscal records and reports. In-kind resources are received through Pineland CSB. The office space and equipment for the SPF SIG project is donated in-kind by Pineland. Meeting spaces are also offered in-kind by Bulloch Alcohol & Drug Council, Drug Free Communities and Boys & Girls Club of Bulloch County.

Material Resources

The SPF SIG coordinator shares an office with Pineland's prevention coordinator. The room has two cubicles, one for each person. There is one file cabinet designated to the SPF SIG coordinator. The administrative assistant has a desk in the front area of the building. She serves as part-time administrative assistant to both the SPF SIG coordinator and the prevention coordinator. She has a file cabinet and bookcase. There is a copier, fax, scanner, postage meter, two computers, one printer, laptop, screen, projector, internet, web ex, two phones with conferencing available on each, two calculators and a recording machine available to SPF SIG staff.

Gaps

The main gap that exists in the infrastructure is diversity in our CAC. The SPF SIG staff certainly benefit from more training on the SPF process. We will continue to address diversity by reaching out to individuals in the community that may have a connection to populations that are currently not involved. We will keep trying to reach others through faith-based organizations as well. Training of staff is ongoing through the state and Georgia State

University. There is training for each step of the SPF provided to SPF staff at no cost to our organization. These trainings are very beneficial and vital to our success.

Community Readiness

The SPF SIG coordinator was only able to conduct three key informant interviews. The coordinator asked CAC members to volunteer to interview one community member with no response from anyone. This goes back to the barrier of not having active CAC members. Several people were contacted with no response. The interviews were requested during summer hours. This may have been a factor in the inability to reach people. However, the three interviews that were conducted went fairly well. It was evident in the responses of the participants that there is a vague awareness of the priority of alcohol-related traffic crashes, but community members do not necessarily know what they can do to address it. Interview participants were selected based on profession, knowledge of the issue and availability. Participants range in age from 16 to 69, two females and one male. All were Caucasian. Interviews were conducted face to face and scored by 3 members of the CLEOW. The Community Readiness Interviews and Community Readiness Scoring Sheet are shown in Appendix N Appendix O.

Each CLEOW member independently scored results for each interview for each dimension. Next for each interview, the scorers discussed their individual scores and then agreed on a single score to decide on the combined score. This was repeated for each interview in each dimension. Then, the total score was calculated for each dimension and the combined score total was divided by the number of interviews conducted. The total calculated score was divided by 6 (the number of dimensions) and the list of stages was matched to the results with the stage of readiness. Bulloch County's community readiness was scored as a3 overall indicating vague awareness. The CLEOW members that scored the community readiness assessment felt a ranking of vague awareness was an accurate description of Bulloch County's readiness level for addressing alcohol related crashes.

VII. Conclusion

Conclusion

The objective of the Needs Assessment Report was to identify the most important intervening variables impacting alcohol related crashes and fatalities in Bulloch County Georgia. Bulloch County was identified as an area with a high rate of alcohol-related traffic accidents. For this reason attention was focused on collecting data to reduce and prevent alcohol-related traffic crashes. CLEOW and CAC groups were developed to guide and help facilitate the SPF SIG project in Bulloch County as well as initiate community involvement and sustainability of the project. In order to investigate these intervening variables surveys, focus groups, town hall meetings, law enforcement interviews, and observations were used. Over 600 Bulloch county residents participated in the research study including those from Portal, Brooklet, Statesboro, and Georgia Southern University.

Data collection, analysis, and ranking by the CAC and CLEOW revealed the three highest ranked intervening variables were retail availability, social and community norms, and low perceived risk were the most influencing variables affecting alcohol issues and alcohol related crashes.

Retail availability was ranked as important because alcohol is readily and easily available in Bulloch County. Liquor licenses are inexpensive for businesses owners to obtain. Also there is a high density of locations to buy alcohol (bars, restaurants, convenience stores, gas stations, and grocery stores. Many of these establishments offer sale prices, especially on large quantities, and local bars have happy hours and drink specials. The use of fake ID's by underage and failure of retailers to check ID's also was found to be significant in the ease of obtaining alcohol.

Social and community norms were ranked the highest intervening variable by both the CAC and CLEOW. A significant contributing factor playing into social norms is the cultural acceptability of drinking by both the college and the community. Underage alcohol use is seen as a rite of passage for high school youth by parents. Drinking and alcohol use is also very accepted in the

college student community since there is a perception that everybody's doing it. Bulloch County also has a lack of non alcohol related activities to do (movies, big events, or a teen club).

Low perceived risk was the final intervening variable ranked as significant in contributing to alcohol related issues and crashes and fatalities. The contributing factors low perceived risk of arrest or penalties and low perceived risk of alcohol use are underlying factors that most influence this variable. There is a low perceived risk of consequences of drinking as well as drinking and driving in the community both for the underage population and of age adults. Also there is a low perceived risk of alcohol use since the community is ignorant to the effects of consuming alcohol. Our findings revealed there is a connection between drinking at events and low perceived risk. Drinking at community events is culturally accepted and sometimes encouraged.

This Needs Assessment report will help plan and implement county wide interventions to prevent and reduce the rate of alcohol-related traffic crash fatalities among youth and adults caused by alcohol use. The next step in the SPF SIG process is capacity building which will mobilize and build community resources within Bulloch County in order to address the intervening variables low perceived risk, retail availability, social and community norms, and social availability to reduce alcohol related crashes.

Challenges and Limitations

This research is valuable since it provided in-depth knowledge on the alcohol related crashes and fatalities in Bulloch County. However, there were many challenges to collect this data and there are several limitations to this study.

Challenges we faced collecting data included incorporating participation from minority populations in the Bulloch County community. It was especially difficult to include Hispanic and Vietnamese groups since there was a language barrier. We also had difficulty gaining participation and trust from the Hispanic community since they were distrustful of authority

figures and feared legal repercussions for participating. The Hispanic focus group we held was accomplished with the help of a Hispanic community leader that is well respected. Another challenge of this project was recruiting members for the CAC. Many CAC members did not regularly attend meetings and it was difficult to plan a meeting for ranking of variables where the majority of members could attend. This may be a result of holding meetings in the summer when many people take time off work. A third challenge was the College of Public Health building, where most of the writing and data analysis took place, was moved during the of middle June. As a result the CLEOW worked in three different locations until the new office was set up and running. This was a set back as far as keeping on task with the deadline, but once the new office opened the team was able to get back on track.

Fourth, at the time of our data collection the Statesboro Chief of Police and Fire Department Chief were terminated so it was difficult to set up law enforcement interviews. The new police chief that was interviewed was very protective of information since the department was undergoing major changes. Fifth, since we collected data during the summer months when school is out of session, GSU campus and the Bulloch County Board of Education were not running at full capacity and contacting faculty, staff and students was a challenge. Finally, we encountered several problems with the Institutional Review Board (IRB) at Georgia Southern. After collecting 300 surveys and conducting a focus group, we had to discard our data and restart our data collection since there was a miscommunication with the state about applying for IRB approval. After we received approval from the Georgia Southern IRB we did not have problems with data collection.

The first limitation is that data from the survey questionnaires were self reported. Participants may not have been truthful in their responses or left out important information especially when reporting drinking and driving, number of alcoholic drinks consumed per month, and age of first alcohol use. Second, participation in this study may have biased participants' responses to reflect healthier behaviors in regards to drinking and driving and alcohol use. This may have

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influenced participants to have chosen responses that were more conservative of their true behaviors.

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IX. Appendices

Appendix A: Law Enforcement Interview Protocol

Interview Questions

1. What alcohol-related problems do you see in our community?
2. What factors do you believe are causing these problems?
3. What percentage of arrests result from alcohol-related offenses in our community?
4. What percentage of convictions result from alcohol-related offenses in our community?
5. How many alcohol-related offenses do you think go undetected in our community?
6. Are any officers assigned specifically to alcohol-related issues or offenses in our community?
 - a. How many officers are assigned?
 - b. What does their work consist of?
7. What special training do officers receive in order to deal with alcohol-related offenses?
8. Do you hold sobriety check points?
 - a. How many sobriety check points were held in 2009?
 - b. How many drivers were tested?
 - c. How many positive BAC levels were obtained?
 - d. Where were the sobriety check points held?
9. Have you conducted any compliance checks for sales to intoxicated patrons?
 - a. How many compliance checks for sales to intoxicated patrons were conducted in 2008?
10. What else are law enforcement officers doing to reduce alcohol-related crashes in our community?
11. What else could law enforcement officers do to reduce alcohol-related crashes in our community?
12. What locations are known for alcohol-related incidents?

13. Are there particular people who are known for repeated alcohol-related incidents? If yes, what do you do to keep track of or work with those people?
14. How do you think law enforcement could better address the alcohol-related problems in our community?
15. How do you think the criminal justice system is helping reduce the alcohol-related problems in our community?
16. How do you think concerns in the criminal justice system are contributing to the alcohol problems in our community?
17. Our goal is to identify the contributing factors that lead to alcohol-related crashes in our community. Is there anything you would like to add, or do you have any final comments?

Thank you for your time and input.

Appendix B: Town Hall Meeting Protocol

Introductory Questions

What are the alcohol-related problems in our community?

What factors are causing these problems?

A number of alcohol-related concerns and possible causes for those concerns have been mentioned. Let's think about three possible causes of alcohol misuse in particular. For the remainder of this discussion, let's think about social availability, community norms, and individual factors.

Key Questions

Let's start with social availability. Social availability refers to the procurement of alcohol through social sources such as friends and family.

Where are the youths in our community getting alcohol? Give examples.

Where are high school-aged youths and younger getting alcohol?

Where are minors out of high school getting alcohol?

Where do adults in the community obtain alcohol?

Where is the alcohol consumed? By youths and adults?

What are your experiences with underage drinking at parties, or with adults providing alcohol to minors?

There's been a lot of talk about alcohol-related crashes being a problem in our community, but to what extent do you think *social availability* really contributes to the problem? (Round robin)

Next, let's talk about community norms. Community norms reflect general attitudes about alcohol use and societal expectations regarding the level and type of use that is considered appropriate.

What are the norms of our community?

What are the general attitudes about drinking in our community?

What is the alcohol culture like?

In our community, is it okay to serve alcohol to a minor and, if so, under what circumstances?

In our community, at what age is it acceptable to use alcohol?

What is our community's attitude toward drinking and driving?

What kinds of groups or organizations promote the use of alcohol in our community?

Now that we've had this discussion, to what extent do you think *community norms* contribute to the alcohol-related crashes in our community? (Round robin)

Finally, let's think about individual factors. Individual factors could be biological, socioeconomic, or individual attitudes.

What makes the people in our community different and unique?

What individual characteristics contribute to the alcohol-related crashes in our community?

Based on the things we've just talked about, to what degree do you think the *individual characteristics* of the people in our community contribute to alcohol-related crashes? (Round robin)

Ending Question

Considering the three causes that we've talked about today—social availability, community norms, and individual factors—which one is the leading cause of the alcohol-related crashes in our community? (Round robin)

Our goal is to find out what is contributing to the alcohol-related crashes in our community. Have we missed anything? Do you have any final comments?

Thank you for participating.

Appendix C: Adult Focus Group Protocol

Section 1: Introduction

To start, let's go around the room and have everyone say their first name.

Section 2: Social Availability

The first topic we're going to talk about is how available alcohol is to juveniles in your community.

1. How big of a problem do you think underage drinking is in your community?

Probes

- How aware do you think your community is about underage drinking (probe on answers)?
- How do you think other adults in your community feel about underage drinking?

2. How do you think people under age 21 usually obtain alcohol?

Probes (probe on list below- which source(s) are used most often?)

- Liquor stores
- Grocery stores
- Bars
- Restaurants
- Friends
- Parents
- Other family members
- Strangers

3. How easy do you think it is for people under age 21 to get alcohol in your community?

4. Where do you think underage drinking takes place?

Probes

- Bars or restaurants
- Community events
- In someone's home (probe supervised vs. unsupervised)
- Parties
- Outside hangouts- e.g., parks, woods, etc.

Section 3: Social and Community Norms

Now we're going to talk about what people in your community think about alcohol use.

1. How acceptable to you think it is for adults to drink in your community?

Probe

- What about drinking in public?
- What about heavy drinking (where someone gets drunk)?

2. How acceptable do you think it is for juveniles to drink in your community?

Probe

- How do you think parents feel about underage drinking?
- The police?
- School officials?
- Community leaders?

Priority Area 1: Alcohol-Related Crashes and Fatalities

1. How much of a problem do you think drinking and driving is for adults in your community?

Probe

- What do you think others in your community think about drinking and driving by adults? Is it acceptable?
2. How much of a problem do you think drinking and driving is for juveniles in your community?

Probe

- What do you think other adults in your community think about drinking and driving by juveniles? How do you think other juveniles view the issue?
3. What do you think can be done to change attitudes towards drinking and driving in your community by both adults and juveniles?

Appendix D: Adult National Outcome Measures (NOMS) Survey

Center for Substance Abuse Prevention National Outcome Measures

Adult Community Survey Form

This survey is voluntary. If you choose to take it, you may skip any question you don't want to answer.

This survey asks about your experience and opinion on a number of topics related to alcohol, tobacco, and drug use. Your answers to these questions will be confidential. That means no one will connect your answers with your name or other identifying information. To help us keep your answers confidential, please do not write your name on this survey form.

The information in this survey will be used to learn more about the effectiveness of programs in preventing substance abuse.

This is not a test, so there are no right or wrong answers. Some questions may ask you to select all of the answers that are relevant, and others ask you to select a single answer. If the question asks for a single answer and you don't find an answer that exactly fits, choose one that comes closest.

Thank you for agreeing to participate in this survey.

These questions ask for general information about you. Please mark the response that best describes you.

1. **What is your gender? (Check one)** Male Female

2. **Are you Hispanic or Latino? (Check one)** Yes No

3. **What is your race? (Select one or more)**
 - White
 - Black or African American
 - American Indian
 - Native Hawaiian or Other Pacific Islander

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- Asian
- Alaska Native

4. What is your age?

- 11 and under
- 12-14
- 15-17
- 18-20
- 21-24
- 25-44
- 45-64
- 65+

The next few questions ask about your use of and attitudes toward alcohol.

5. Think back over the past 30 days and report how many days, if any, if any, you used alcoholic beverages?

			Fill in number of days (0 – 30)	Check if don't know or can't say
Alcoholic beverages: Include beer, wine, wine coolers, malt beverages, and liquor	5c.	During the past 30 days, on how many days did you drink one or more drinks of an alcoholic beverage?	_____	<input type="checkbox"/>

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6. Think back over your entire lifetime and try to remember whether you have **EVER** used alcoholic beverages. If so, what was your age the **FIRST TIME** you used alcoholic beverages:

			Check if NEVER	Fill in your age when you first used (in years)	Check if don't know or can't say
Alcoholic beverages: Include beer, wine, wine coolers, malt beverages, and liquor	6c.	Ever had a drink of an alcoholic beverage? Do NOT include any time when you only had a sip or two from a drink.	<input type="checkbox"/>	_____	<input type="checkbox"/>

7. For the following question below check one box that shows **HOW MUCH** you think people **RISK HARMING** themselves physically or in other ways when they engage in drinking alcohol:

		No risk	Slight risk	Moderate risk	Great risk	Don't know or can't say
7c.	When they have five or more drinks of an ALCOHOLIC BEVERAGE once or twice a week?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This section asks just a few additional questions about your attitudes and experiences.

8. Would you be more or less likely to want to work for an employer that tests its employees for drug or alcohol use on a random basis? Would you say more likely, less likely, or would it make no difference to you? (Check one)
- More likely
 - Less likely
 - Would make no difference
 - Don't know or can't say
9. Now think about the past 12 months through today. DURING THE PAST 12 MONTHS, how many times have you talked with your child about the dangers or problems associated with the use of tobacco, alcohol, or drugs?
- Don't have any children
 - 0 times
 - 1 to 2 times
 - A few times
 - Many times
 - Don't know or can't say
10. DURING THE PAST 12 MONTH, have you driven a vehicle while you were under the influence of alcohol?
- Yes
 - No
 - Don't know or can't say

Appendix E: Community Perception and Social Norms Survey

COMMUNITY PERCEPTION SURVEY

We plan to talk tonight about the high rate of alcohol-related motor vehicle crashes among youths and young adults in our community. Before beginning the discussion, we would appreciate your answering the following questions. Please circle the response that you feel best fits each question. Your individual responses will be kept anonymous and used only to aggregate the responses of the entire group.

1. What is your gender? (Check one) Male Female

2. Are you Hispanic or Latino? (Check one) Yes No

3. What is your race? (Select one or more)
 - White
 - Black or African American
 - American Indian
 - Native Hawaiian or Other Pacific Islander
 - Asian
 - Alaska Native

4. What is your age? (Check one)
 - 11 and under 12-14
 - 15-17 18-20
 - 21-24 25-44
 - 45-64 65+

5. How wrong would most adults in your community think it is to *binge drink*?

Very wrong Wrong A little bit wrong Not wrong at all

6. How wrong would most adults in your community think it is to *drink and drive*?

Very wrong Wrong A little bit wrong Not wrong at all

7. How wrong would most adults in your community think it is for *underage youths to drink*?

Very wrong Wrong A little bit wrong Not wrong at all

8. How easy or difficult is it for underage youths to obtain alcohol from the following people in your community?

Older siblings

Very difficult Difficult Easy Very Easy

Parents

Very difficult Difficult Easy Very Easy

Friends

Very difficult Difficult Easy Very Easy

Adult strangers

Very difficult Difficult Easy Very Easy

9. How easy or difficult do you think it would be for underage youths to get beer, wine, wine coolers, or liquor from home without their parents knowing it?

Very difficult Difficult Easy Very Easy

10. How serious of a problem is it that parents in your community provide alcohol at parties that their children host?

Very serious problem

Serious problem

Somewhat of a problem

Not a problem at all

11. How serious of a problem is alcohol consumption by underage youths (15 to 20 years old) at unsupervised, informal gatherings (e.g., parties, at friends' houses) in your community?

Very serious problem

Serious problem

Somewhat of a problem

Not a problem at all

12. How serious of a problem are alcohol-related motor vehicle crashes in your community?

Very serious problem

Serious problem

Somewhat of a problem

Not a problem at all

13. Please describe at least two reasons why there are a high number of alcohol-related car crashes in your community.

Needs Assessment Report | Bulloch County, GA

Georgia Southern University

Jiann-Ping Hsu College of Public Health

	Is it acceptable to get drunk at:	Do people drive home drunk from:	Is it acceptable for underage youths to drink at:
1. Graduation parties	Yes No	Yes No	Yes No
2. Baptisms	Yes No	Yes No	Yes No
3. Births/funerals	Yes No	Yes No	Yes No
4. Festivals/fairs	Yes No	Yes No	Yes No
5. Sporting events	Yes No	Yes No	Yes No
6. Other community rituals	Yes No	Yes No	Yes No
7. Other [please describe]:			
8. Other [please describe]:			
9. Other [please describe]:			
10. Other [please describe]:			
11. Summarize what the group said about this issue.			