

Local Condition: Adults Provide Alcohol

Measure 1: 82% of youth report they ask friends and siblings over 21 to purchase alcohol for them

Measure 2: 57% of youth report that they ask adults or strangers to purchase alcohol for them

Measure 3: 15% or adults reported that it is okay for youth under 21 to drink socially with their friends

Change Strategy	Potential Interventions	Who Could do This in our Community?
Provide Information	Expand Parent's Who Host Lose the most campaign into industry and business through paycheck stuffers.	Talk with Chamber of Commerce
	Promote parent tips on how to start talking with youth about alcohol and other drugs through health fairs, other community events, news letter	Network with Health Educator at MRH (Nancy Harmon)
	Develop & Implement Social Norm Campaign targeting adults	Media Campaign/Billboard/Radio/Newspaper/Social media
Build Skills	Provide presentations to parents at seasonal sports parent programs that promote talking with other parents on the issue of underage drinking.	Athlete Directors of each High School
	Develop a parent to parent program that trains parents on how to talk with other parents and address difficult questions (Parent Pilot Kit)	Outreach Centers; Churches
	Educate parents on the need to monitor alcohol in home.	Media Campaign/Radio/Newspapers
Provide Support	Institute Parent Peer Support Groups (Informed Families Program "Parent Pilot Kit")	Outreach Centers; Churches
Reduce Barriers and Enhance Access	Coordinating adults a venue to discuss views on underage drinking	Outreach Centers; Churches
	Implement Safe Homes/Safe Parties Pledge Program	Bellefontaine City Schools
Change the Consequences	Provide parents incentives to promote "Safe Homes" program	Bellefontaine City Schools
Change the Physical Design of the Environment	Engage more alcohol outlets to display deterrent signage.	Individual retailers
Modify Policy	Look in possibility of enforcement programs: Shoulder Tap operations, social host liability laws, proactive party patrols and controlled party dispersal operations.	Law Enforcement

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Approved by Board of Directors: 6/1/2011