

Frontier  
Community  
Coalition



*"Building Partnerships to Support  
Healthy Youth and Families"*

## **SPF SIG STRATEGY IMPLEMENTATION PROPOSAL**

NAME OF ORGANIZATION:

CONTACT PERSON:

TITLE:

MAILING ADDRESS:

PHYSICAL ADDRESS:

EMAIL:

PHONE #:

WHAT ARE YOU GOING TO DO?

SELECT THE STRATEGY OR STRATEGIES THAT YOU WILL IMPLEMENT  
(CIRCLE OR HIGHLIGHT ON PAGES 3 AND 4)

IDENTIFY THE CONTRIBUTING FACTOR(S) THAT WILL BE IMPACTED  
(CIRCLE OR HIGHLIGHT ON PAGES 4 AND 5)

DESCRIBE WHAT YOU WILL DO TO IMPLEMENT THE STRATEGY OR STRATEGIES:

WHO IS GOING TO DO WHAT?

WHO WILL THE STRATEGY TARGET?

WHEN & WHERE WILL THE STRATEGY BE IMPLEMENTED?

LIST THE RESOURCES THAT ARE NEEDED AND THE COST.

IF THE PROPOSED STRATEGY IS SELECTED,  
THIS INFORMATION WILL BE USED TO DEVELOP A CONTRACT FOR  
SERVICES.

## SELECTED STRATEGIES

1	<p><b>SERVER TRAINING</b></p> <ol style="list-style-type: none"> <li>1. Refine server training curriculum to include focus on avoiding sales to minors.</li> <li>2. Hold server trainings in each county once each quarter per year.</li> </ol>
2	<p><b>PRODUCT PLACEMENT TO REDUCE THEFT</b></p> <ol style="list-style-type: none"> <li>1. Work with local stores/owners to place alcohol products in secure locations</li> <li>2. Work with local media to raise awareness of the coalition's efforts around reducing theft of alcohol from local stores through improved product placement and monitoring.</li> <li>3. Work with City Council and County Commission to raise awareness of the coalition's efforts around reducing theft of alcohol from local stores through improved product placement and monitoring.</li> </ol>
3	<p><b>COMPLIANCE CHECKS</b></p> <ol style="list-style-type: none"> <li>1. Collaborate with Law Enforcement to conduct regular compliance checks for selling to minors.</li> <li>2. Encourage Law Enforcement to mandate responsible server/seller training for non-compliant servers/sellers.</li> <li>3. Publicly recognize compliant merchants and clerks annually; City Council and County Commission meetings.</li> </ol>
4	<p><b>COLLABORATE W/ LAW ENFORCEMENT TO PRIORITIZE UAD/MIP</b></p> <ol style="list-style-type: none"> <li>1. Work with local Law Enforcement Agencies in all three counties to establish UAD as a priority within each county.</li> <li>2. Build relationships with Law Enforcement members from the Reservation and Colony in an effort to establish UAD as a priority.</li> <li>3. Encourage Law Enforcement Agencies to seriously address UAD and MIPs through commitment to the laws and processing minors in an effort to prevent future offenders.</li> </ol>
5	<p><b>MEDIA CAMPAIGN – SOCIAL HOST LAWS</b></p> <ol style="list-style-type: none"> <li>1. Implement Parents/Friends Who Host Lose the Most media Campaign emphasizing that it is illegal to provide alcohol to a minor</li> </ol>
6	<p><b>BEER OUTPOSTS/GARDENS</b></p> <ol style="list-style-type: none"> <li>1. Establish "Beer Outposts" as controlled environments for serving alcoholic beverages at one community event in each community by June 2009.</li> <li>2. Create media awareness around the "Beer Outposts" with a focus on the goal of reducing access of alcohol to minors at community events.</li> </ol>
7	<p><b>PUBLICIZE ENFORCEMENT OF UAD LAWS</b></p> <ol style="list-style-type: none"> <li>1. Develop a data sharing process with local Law Enforcement Agencies regarding UAD enforcement.</li> <li>2. Create a media campaign around efforts to enforce underage drinking</li> </ol>
8	<p><b>PARENT/ADULT ALCOHOL PREVENTION EDUCATION</b></p> <ol style="list-style-type: none"> <li>1. Implement Parent education programs that can be delivered by the media, through health promotion strategies, in large group setting such as church groups, parent education nights at schools, or through the development of parent networks</li> </ol>
9	<p><b>SUPPORT "I Am One of Many" CAMPAIGN RE: ALCOHOL USE</b></p> <ol style="list-style-type: none"> <li>1. Develop a "science of the positive" plan and calendar of events to support the comprehensive implementation of the Most of Us Campaign in Humboldt, Lander, and Pershing Counties around alcohol related issues.</li> </ol>

10	<p><b>MEDIA LITERACY TRAINING &amp; YOUTH ADVOCACY FOR RESTRICTIONS ON ALCOHOL PROMOTION/ADVERTISING</b></p> <ol style="list-style-type: none"> <li>1. Develop Media Literacy Youth Coalition to train others in their schools and neighborhoods around deconstructing media messages</li> <li>2. Conduct 4 media literacy forums and trainings in schools and local neighborhoods.</li> </ol>
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### CONTRIBUTING FACTORS

		SOURCE	STRATEGY
1	46% of community residents/ survey respondents do not think alcohol servers are properly trained to do so. 82% of community minors/ survey respondents report it is “easy” to get alcohol.	Data Project convenience survey	1,7
2	Project committee finds that stealing from local stores by minors due to product placement of alcohol not being monitored is experienced by retail stores.	SPF Project Committee observation	2
3	39% of community residents/ survey respondents describe the location of alcohol advertising as monitored “not well”.	Data Project convenience survey	10
4	Community forum participants report their community is too lenient at enforcing laws against selling alcohol to underage youth. Community forum participants report the number of officers to cover area is too low. 80% of telephone survey respondents report relaxed enforcement of drinking laws.	Community forum analysis/transcripts Data Project telephone survey	3
5	89% of telephone survey respondents report their community is ineffective at enforcing laws around minors in possession and consumption.	Data Project telephone survey	4
6	Community members report that their community has a problem with youth buying alcohol and bringing it onto the Reservation or Colony to drink or sell it.	Town Hall Forums	4
7	Convenience survey data indicates minors have easy access to alcohol through social sources <ul style="list-style-type: none"> <li>• 90% have easy access to alcohol from friends</li> <li>• 81% have easy access to alcohol from older siblings</li> <li>• 82% have easy access to alcohol at home</li> <li>• 46% have easy access to alcohol from parents</li> <li>• 62% have easy access to alcohol from adults/strangers</li> </ul>	Data Project convenience survey	5,8
8	<ul style="list-style-type: none"> <li>• Local community assessment indicates alcohol is available to all ages at Community Events.</li> <li>• 59% of convenience survey respondents believe that alcohol should not be allowed at local community events</li> </ul>	Town Hall Forums Data Project convenience survey	6
9	Community members believe there are low risks associated with drinking and driving; low punishment.	Town Hall Forums	7,8
10	• 64.2% of convenience survey respondents believe that underage drinking is a rite of passage	Data Project convenience survey	9

		SOURCE	STRATEGY
	<ul style="list-style-type: none"> <li>31% of convenience survey respondents indicate acceptance of 15-20 year olds drinking</li> </ul>		
11	<ul style="list-style-type: none"> <li>Participants in local community assessment indicate that community events advertise and sell alcohol.</li> <li>78% of convenience survey respondents believe that the location of alcohol advertising is not monitored well.</li> </ul>	Data Project convenience survey	6
12	Community members indicate that alcohol is freely served at all community events.		6
13	<ul style="list-style-type: none"> <li>Bars sponsor most of the community events.</li> <li>Community events regularly advertise and sell alcohol without strict guidelines</li> <li>58.5% of community residents/ survey respondents agree that alcohol advertising at events should “not be allowed”.</li> </ul>	SPF Project Committee observation (data points 1 & 2) Data Project convenience survey	10,6