

# ASSESSMENT OF COMMUNITY NEED WORKSHEET

## (Step 1)

Intervening Variables are the specific community problems that strongly relate to mitigating or supporting Substance Use Behaviors and Substance Related Consequences. They are the conditions in the community that make it more or less likely that a person will use substances. Intervening Variables are a partial answer to the question “Why is this happening?” or “Why the problems with substances are present in my community?” For example: If alcohol is easily available since merchants do not card, a young person is far more likely to drink than if this condition is not present.

Local Contributing Factors are the local root cause of the identified substance related consequence. They are measurable levels of local influences that perpetuate an identified community problem behavior and/or consequences. Since these conditions are expected to change because of coalition strategies, and to then cause the problem behavior and/or consequences to diminish, they are referred to as Local Contributing Factors. These factors must be specifying to the community, identifiable, measurable, and actionable. By actionable we mean strategies designed to impact/alter the conditions that sustain the contributing factor. To effectively change or alter intervening variables, multiple Local Contributing Factors must be addressed. Local Contributing Factor data identified in the Logic Model(s) establishes the project’s baseline measures and are the foundation for indicators that will be monitored to identify change over time (e.g., 6 months, 12 months). These coalition identified indicators will become part of the feedback reporting system provided to coalitions by EMT (the PFS evaluator). This data can be gathered from local law enforcement, hospitals, schools, other prevention focused agencies, coalition databases or other organizations within the community.

### *14-17 year olds*

<u>Intervening Variable</u>	<u>Local Contributing Factor Indicator for targeted population</u> (must contain data)	<u>Data Source</u>
Social Access	50% youth stated parents allowed them to drink alcohol as long as they did not drive. ----- 100% agree, many ‘Social Hosting’ parents don’t feel there is anything wrong with their children drinking as long as they are supervised.	Focus group of 10 (14-17) ----- Key Informant Interviews (See below for details)
Social Access	56% revealed that a friend older than them bought alcohol for them. ----- 74.4% had first-hand knowledge of older siblings and friends facilitating alcohol to minors.	Community Survey of 50 youth up to age 20 ----- Community Survey of 50 adults
Social Access	72% of youth who drank alcohol said they had consumed alcohol from their own home or a friend’s.	Community Survey of 50 youth up to age 20
Social Access	38% of youth admitted drinking alcohol in front of an adult. ----- 46% of adults had 1 <sup>st</sup> hand knowledge of parents facilitating alcohol to minors.	Community Survey of 50 youth up to age 20 ----- Community Survey of 50 adults

<u>Intervening Variable</u>	<u>Local Contributing Factor Indicator for targeted population</u> (must contain data)	<u>Data Source</u>
Retail access	58% of youth revealed knowing about a underage 'friend' who purchased alcohol	Community Survey of 50 youth up to age 20
Retail Access	22% stated that the store clerks did not ask for an ID	Community Survey of 50 youth up to age 20
Retail Access	54% of youth stated they knew of other underage youth who had used a fake ID to buy alcohol.	Community Survey of 50 youth up to age 20
Retail Access	20% obtained alcohol through a second party who purchased it for them while the cashier knew it was for the underage party (shoulder tapping).	Focus group of 10 (14-17)

### Community Surveys

The survey's we used are the social and retail access surveys obtained from CADCAT. There were two categories: 'youth' and 'adult.' Each consisted of 50 people taken from all zip codes of our county.

We conducted the survey in two ways: hardcopy and on-line using a 'survey monkey' called 'Constant Contact.' See attachments to see questions and answers in PDF format.

The demographics of these surveys are representative of our county. The racial and ethnic makeup of the two surveys, taken together, is within just a few percentage points of the U.S. Census. Age and sex were also very evenly distributed. (See attached 'Rescue 180 Adult Survey PDF' and 'Rescue 180 Minor Survey PDF' for self-reported demographics and question/answer tabulation in Bar Chart format.)

### Focus Group

Our focus group consisted of 10 students from all 5 cities in our county. The questions we asked were created from information we were given by our sister coalition in Hamblen County. (See attached 'Focus Group Questionnaire.Doc' for question asked.)

### Focus Group Demographics

<u>Student</u>	<u>Zip Code</u>	<u>Age</u>	<u>gender</u>	<u>race</u>
A	37760	16	M	White
B	37760	15	F	White
C	37760	14	M	Black
D	37725	17	M	White
E	37725	14	M	White
F	37890	14	F	White
G	37890	16	M	White
H	37871	16	F	White
I	37871	17	F	White
J	37820	17	F	White

## Key informants

Interviews were conducted by e-mail, telephone and in person. The questions we used were given to us by CADCAT coach Bonnie McCrickard. (They are listed in our document.) These informants are key people in our community such as law-enforcement, Directors of youth agencies, Juvenile Justice Officers, School Counselors and teachers.

Key informants:

Agency	Key Informant	Position
Sheriff Office	Bud McCoig	Sheriff
Juvenile Court	Barry Fain	Youth Service Officer
Dandridge Police Department	Carson Williams	Police Chief
Jefferson County Schools	Rhonda Click	Director Coordinated School Health
Jefferson County Schools	Mandy Schneitman	Director of Student Support Services
Dandridge Police Department	Kenny Lodwick	Detective Seargent
Family Resource Center	Karen Blomdahl	Director - Interagency Chair
Jefferson County	Sammy Solomon	County Commissioner
Sheriff Office	Maurice Solomon	Dare Officer
Carson Newman	Jennifer Catlett	Student Advisor

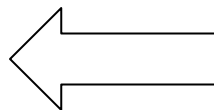
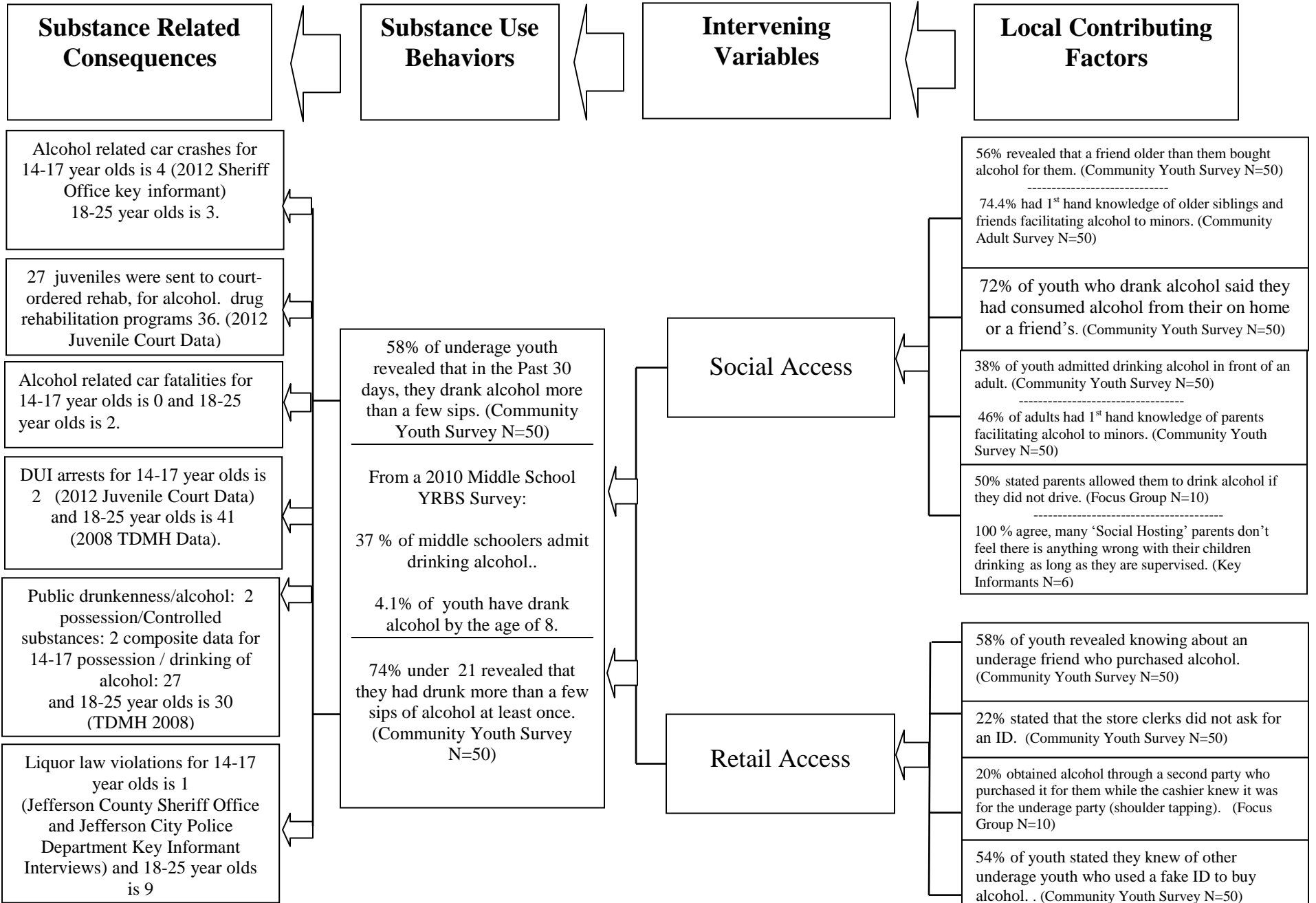
### **Key Informant Questions:**

In your professional opinion, what do you KNOW or have *FIRST-HAND KNOWLEDGE* regarding how youth in our county obtain alcohol? (get as specific as possible – not just “they get it at home,” but do they steal it? Parents give it to them at a party? Parents turn a blind eye? Etc.)

Where do you know or have *FIRST HAND KNOWLEDGE* about regarding where youth in our county drink alcohol? (again get specific – not just “at home or a friend’s home” but with supervision or parents present? After the ball game or dance? At a hotel after a party? Etc.)

What do you know or have *FIRST HAND KNOWLEDGE* regarding whether parents understand the legal penalties or consequences for adults who provide alcohol to minors?

**LOGIC MODEL WORKSHEET** Please use this template to create a Logic Model.



## CAPACITY ASSESSMENT WORKSHEET (Step 2)

Describe existing initiatives or coalitions that address substance use, health, community development, youth or family related issues.

<b>Initiative</b>	<b>Vision/Mission</b>	<b>Goals/Projects</b>	<b>Funding Source(s)</b>	<b>Key Partner Organizations</b>	<b>Coalition Member?</b>
Juvenile Court	To educate, regulate, and re-direct juvenile offenders in Jefferson county.	They offer guidelines to troubled youth and their families. Offering incentive programs to the youth of Jefferson County.	State	Mountain View Youth Facility, New Hope Rehabilitation Center, Cherokee Mental Health	yes
Carson-Newman college Student Task Force. "Drug Free Campus"	Building prevention strategies for college students as well as encouraging positive behavior to be implemented into our local High school	Networking with Community sectors, leaders to build a better out reach in the area of substance use in our county.	Private	Community Coalition (Rescue 180)	yes
Chamber of Commerce 'Building a Better Future'	Provides statistics and general information about our county. Encourage networking between businesses, churches, non-profits. Media forum.	Works to build a stronger community economically, academically and spiritually.	Business	Boys and Girls Club	yes
Jefferson County Health Council 'Quality of life Foundation'	Networks with a variety of leaders from our schools medical community and churches to discuss health issues facing our County..	Community leaders working toward solving health oriented issues that threaten the citizens of Jeff County	Non-profit	Senior Citizens Center, Family Resource Center, St. Mary's, Health dept, Rural clinic, Schools	yes
'Building a Better Future For Jefferson County'. 'Quality of Life Foundation'	Working to build programs that promote good health, education and productivity in community	The 'umbrella' for several org. in our community.	variety	Senior Citizens Center, Family Resource Center, St. Mary's, Health dept, Rural clinic	yes

Carson-Newman Americore	hands-on education	Have students to do volunteer work for coalition.	Grants	Interagency, Community	Yes
Tennessee Community Health	Substance Abuse Education	Serve on board	Grants, Personal Pay insurance	Area Health Agencies	Yes
Tennova Hospital	Community Health	Participated in media Campaign for Drug take back for our County and other future fund raisers.	Fund raisers	EMS, Physicians, Rescue Squad	No
Jefferson County Rural Health	Free healthcare for the indigent	Working on fund raisers, distribute our materials to patients	Fund raisers, donations	Health Council, Area Churches, Carson Newman	Yes
Teen challenge	'Helping Hand'	Family counseling/ Substance Abuse /rehab	donations	Churches, Mental Health Centers, AA	Yes
Celebrate Recovery	Rebuilding lives	Substance Abuse Program	donations	Churches, Mental Health Centers, AA	Yes
Jefferson County Sheriff's Dept. Dare Program	To protect and serve our Community.	Work to enforce laws as well as strife to provide a safe environment for Jefferson County citizens. Dev. Drug prevention for Elementary age.	Government	Governor's Highway Safety Office, Local City Law-enforcement, Schools.	yes
Dandridge, White pine, Jefferson City, New market Police Departments	Law-enforcement	Govern, enforce laws, and keep our cities safe. Safety Patrols, Compliance Checks. Neighborhood watch.	Government	Rescue 180 other law-enforcement agencies.	yes

<b>'Rescue 180 ministries'</b>	To preach and exemplify the Gospel of Jesus Christ. To bring a positive environment back into the lives of our youth.	<b>Make them selves available in various Churches by setting up booths at Youth Rallies to distribute Substance Abuse materials.</b>	Non-profit	Teen Challenge, Jefferson City Community Center	yes
Boys and Girls Club	Variety of health...programs	To build and mentor children in our community.	Non-profit	Chamber of Commerce, Juvenile Court, Journey Program	yes
High school Counselors/liaisons.	Guide students to higher education and productivity in academics.	Work with us of Substance abuse Education	State	Guidance for the students of Jefferson County	Yes
Rescue Squad	Volunteers who save lives	Help with re-enactment program this summer, youth reserves do compliance checks.	Donations , grants	Save lives	Yes
EMS....Emergency Medical Services	Provide emergency services for community.	Work with us on projects, future documentary.	State, County contract	Emergency Services	Yes

## PLANNING PROCESS WORKSHEET

**Please complete the following tables.**

<p><b>Problem Statement:</b> Our goal is to reduce Underage binge drinking in Jefferson County by July 1, 2015. 62% of Jefferson County youth revealed in a Community Survey that they were introduced to drinking at a party. 72 % obtained alcohol from their homes while 38% consumed it in front of adults .In a focus group of 10 students (14 to 17) 50% said their parents allowed them to drink if they promised they would not drive. We will change the environment of our community, and we project a 5% decrease in binge drinking. Where 54% of youth in our survey said they knew of peers who had used fake id's to purchase alcohol. We feel that educating the community about underage binge drinking will change their acceptance of it In the area of illegally facilitating alcohol use (whether through social /retail access), we will raise awareness about underage binge drinking (through media, school programs and town hall meetings) and social hosting and the use of fake ID's. By doing this, we hope to increase the capacity of those who will fight the problem and thus decrease binge drinking.</p>		
<u>Outcome Goals</u>	<u>Performance Indicator</u>	<u>Data Source</u>
Reduce past 30 days binge drinking rate	By conducting another Community Survey of 50 youth and 50 adults that represent a variety of cultures within our community, we are projecting to find a 5 % decrease in underage binge drinking in Jefferson County by July 1, 2015. We will increase perception of harm by educating our community about the negative consequences of facilitating alcohol to minors in all forms whether it be social/retail access, thus decreasing social hosting (social access) and the use of fake ID's, (retail access) Our mission is to reduce the desire for accessibility through awareness and education in all capacities with a result of decreasing underage binge drinking.	Community Survey of 50 youth and 50 adults.

<u>Local Contributing Factor</u>	<u>Objective</u>	<u>Data Source</u>
<p><b>Social Access</b> 56% revealed that a friend older than them bought alcohol for them.</p> <p>-----</p> <p>74.4% had first-hand knowledge of older siblings and friends facilitating alcohol to minors.</p>	<p>The coalition will be conducting a general media campaign and awareness campaign in our community to educate them about binge drinking and the social hosting law. We are projecting a 5% change by July 1, 2015 in older siblings and peers buying alcohol for minors.</p>	<p>Youth Community Survey, N=50</p> <hr/> <p>Adult Community Survey, N=50</p>



<p>72% of youth who drank alcohol said they had consumed alcohol from their own home or a friend's.</p>	<p>Through education programs, public service announcements, newspaper articles we plan to discourage parents from leaving alcohol unattended and available to minors. Our goal is to reach parents and other adults who facilitate alcohol to minors. We are projecting a 5% change and decrease in youth consuming alcohol in their homes. July 1, 2015</p>	<p>Youth Community Survey, N=50</p>
<p>38% of youth admitted drinking alcohol in front of an adult.</p> <hr/> <p>46% of adults had first-hand knowledge of parents facilitating alcohol to minors.</p>	<p>In a town forum, we plan to speak to the community about the problem of parents not understanding the negative consequences of underage drinking. We want to discuss thoroughly the dangers and negative health issues that can arise when alcohol is consumed in excess before the age of 21. By July 1, 2015 we are projecting a 3% decrease in youth being able to obtain alcohol from their home.</p>	<p>Youth Community Survey, N=50</p> <hr/> <p>Adult Community Survey, N=50</p>
<p>50% youth stated parents allowed them to drink alcohol as long as they did not drive.</p> <hr/> <p>100% agree, many 'Social Hosting' parents don't feel there is anything wrong with their children drinking as long as they are supervised.</p>	<p>We definitely feel the adults in our community are in need of understanding the social hosting laws as well as seeing the negative consequences of encouraging underage youth to drink in any circumstances. We plan to work toward implementation of such programs as 'Parents that host loose the most' in order to get parents to oppose this type of behavior. We are projecting a 4% decrease in social hosting within our community by July 1, 2015</p>	<p>Focus Group, N=10</p> <hr/> <p>Key Informant Interviews, N=6</p>

<u>Local Contributing Factor</u>	<u>Objective</u>	<u>Data Source</u>
<p><b>Retail Access</b></p> <p>58% of youth revealed knowing about a underage 'friend' who purchased alcohol</p>	<p>Work with city law-enforcement to continue effective compliance checks. Conducting a media/awareness campaign warning those who sell or buy alcohol for underagers of the laws and penalties in our county. End result: a 3% decrease of binge drinking in our community as we increase awareness of fake id usage we increase the community to watch and report illegal purchases of alcohol to law enforcement.</p>	<p>Youth Community Survey, N=50</p>
<p>54% of youth stated they knew of other underage youth who</p>	<p>Developing more compliance checks with law-enforcement. Also encouraging Alcoholic Beverage Commission to investigate on a State level with possible</p>	<p>Youth Community Survey, N=50</p>

had used a fake ID to buy alcohol.	removal of liquor license .Projecting a 5% decrease in illegal sale of alcohol.	
22% stated that the store clerks did not ask for an ID	Compliance checks coordinated with each city police Department. Training for vendors and warnings about penalties. Expecting a 3 % decrease in illegal purchases of alcohol due to vendors 'not carding' by July 1, 2015	Youth Community Survey, N=50
20% obtained alcohol through a second party who purchased it for them while the cashier knew it was for the underage party (shoulder tapping).	Train mystery shoppers to observe such activity during key hours of alcohol purchases. More compliance checks, signs "We don't sell alcohol to teens" Projecting a 3 % decrease in illegal sales by July 1,2015	Focus Group, N=10

# Identifying Evidence-Based Comprehensive Strategies Worksheet (Step 4)

Complete one (1) Worksheet for each identified Intervening Variable identified for the 14-17 year old population.

1. **Goal:** Reduce past 30 days binge drinking rate among 14-17 year olds in Jefferson County.
2. **Intervening Variable:** Social Access
3. **Theory of Change:** Resource Building, law enforcement deterrence. If we can educate our community about the negative consequences of underage drinking and teach citizens how they can help stop social access of alcohol to minors. We believe this will bring a change in acceptance of underage drinking in our community. As a result we will see a decrease of easy access of alcohol in homes that are guilty of facilitating underage binge drinking. If we will work with law-enforcement to increase 'party patrols' we will decrease social hosting.
4. **Local Contributing Factors:**
  - In a focus group of 10 youth (14-17), 50% youth stated parents allowed them to drink alcohol as long as they did not drive; And 100% of key informants agree, many 'Social Hosting' parents don't feel there is anything wrong with their children drinking as long as they are supervised.
  - In a Community Youth Survey, 56% revealed that a friend older than them bought alcohol for them; In a survey of 50 adults, 74.4% had first-hand knowledge of older siblings and friends facilitating alcohol to minors.
  - In a Community Youth Survey, 72% of youth who drank alcohol said they had consumed alcohol from their own home or a friend's.
  - In a Community Youth Survey, 38% of youth admitted drinking alcohol in front of an adult; In a Community Survey of 50 adults, 46% of adults had 1<sup>st</sup> hand knowledge of parents facilitating alcohol to minors.
5. **Evidence Based Environmental Intervention(s):**
  - 1) Establish Party Patrols,
  - 2) Develop a 'Parents who Host the Most lose the Most, Don't Be a Party to Teenage Drinking ' ,
  - 3) Produce an effective awareness campaign,
  - 4) Educate parents in our community on the dangers of binge drinking by hosting Community meetings,
  - (5) Media Campaigns,
  - 6) Reduce youth access.

# Identifying Evidence-Based Comprehensive Strategies Worksheet

Complete one (1) Worksheet for each identified Intervening Variable identified for the 14-17 year olds

1. **Goal:** Reduce past 30 days binge drinking rate among 14-17 year olds in Jefferson County.
2. **Intervening Variable:** Retail Access
3. **Theory of Change:** resource building, community and business compliance alcohol regulation policy. If we increase compliance checks we will decrease alcohol sales to minors. As we increase community awareness as well as train vendors to observe more closely when they are carding during alcohol sales underage youth will be less likely to use fake ID's and be involved in shoulder tapping. As vendors began to practice better screening procedures we will decrease the underage illegally obtaining alcohol in their stores.
4. **Local Contributing Factors:**
  - In a Community Youth Survey, 58% of youth revealed knowing about a underage 'friend' who purchased alcohol
  - In a Community Youth Survey, 22% stated that the store clerks did not ask for an ID.
  - In a Community Youth Survey, 54% of youth stated they knew of other underage youth who had used a fake ID to buy alcohol.
  - In a focus group of 10 youth (14-17), 20% obtained alcohol through a second party who purchased it for them while the cashier knew it was for the underage party (shoulder tapping).
5. **Evidence Based Environmental Intervention(s)**
  - 1) Develop a strong media campaign protesting the sale of alcohol to minors.
  - 2) Develop a Shoulder` Tapping enforcement program.
  - 3) We will increase compliance checks in each city.
  - 4) Collaborate with law-enforcement to look for hot spots where there could possibly be violations of the liquor laws. (Disorderly House)

# INTERVENTION IMPLEMENTATION PLAN WORKSHEET

The Intervention Implementation Plan Worksheet will assist in collecting process indicators that will provide a continuous record of the inputs (i.e., resources, costs) and work accomplished (amount and quality) in implementing the planned activities for each component of the Eight Strategies to Affect Community Change. The information provided in each activity table will assist implementation as well as determining whether the coalition is accomplishing what has been planned. Without successful implementation, outcomes cannot be attributed to the program. Feedback on implementation performance provides a basis for quality improvement decisions.

**Complete one (1) Intervention Implementation Plan (eight (8) activity tables) for each intervening variable in your logic model.**

**Intervening Variable:**   Social Access  

**Local Contributing Factors:**

- In a focus group of 10 youth (14-17), 50% youth stated parents allowed them to drink alcohol as long as they did not drive; And 100% of key informants agree, many ‘Social Hosting’ parents don’t feel there is anything wrong with their children drinking as long as they are supervised.
- In a Community Youth Survey, 56% revealed that a friend older than them bought alcohol for them; in a survey of 50 adults, 74.4% had first-hand knowledge of older siblings and friends facilitating alcohol to minors.
- In a Community Youth Survey, 72% of youth who drank alcohol said they had consumed alcohol from their own home or a friend’s.
- In a Community Youth Survey, 38% of youth admitted drinking alcohol in front of an adult;  
In a Community Survey of 50 adults, 46% of adults had 1<sup>st</sup> hand knowledge of parents facilitating alcohol to minors.

**1. Policy, Practice, or Procedure Change**

Implementation Activities	Process Indicator (s)	Start Date	Periodicity (Daily; Weekly; Monthly; Quarterly... )	Who is responsible	Resource(s) Needed	Expected Total Cost
1. Develop and execute a policy between Law enforcement and neighborhood watch programs in the communities in Jefferson County,; to respond to all citizens complaints of gatherings / parties	1. Number of party patrols, responses to citizens’ complaints, of follow up to neighborhood watch programs, of meetings with	Dec 2013	Quarterly	Law-enforcement and volunteers	Brochures, flyers, signs, posters, DVD’s.about social hosting.	In kind

<p>suspected of social hosting or reckless drinking around children . The policy would include law enforcement activating monthly party patrols, meetings, and reporting's as well as appointing Neighborhood watch directors.</p>	<p>neighborhood watch programs and memos.</p>					

## 2. Providing Information

<b>Implementation Activities</b>	<b>Process Indicator(s)</b>	<b>Start Date</b>	<b>Periodicity (Daily; Weekly; Monthly; Quarterly.)</b>	<b>Who is responsible</b>	<b>Resource(s) Needed</b>	<b>Expected Total Cost</b>
<p>1. Media Campaign on the consequences of underage binge drinking and social hosting.</p>	<p>1.Number of articles produced 2. Number of advertisements</p>	<p>Aug 2013</p>	<p>quarterly</p>	<p>Media Committee</p>	<p>We are utilizing all media resources newspaper, radio, TV and Internet.</p>	<p>\$3,000.00</p>
<p>2. Awareness Campaign on social hosting laws to gain interest for 'Parents who host lose the most ' campaign,</p>	<p>1. Number of articles 2. Number of ad's</p>	<p>Nov.2013</p>	<p>quarterly</p>	<p>Volunteers</p>	<p>New brochures, flyers, advertisement, PSA's, television, internet, bumper stickers</p>	<p>\$775.00</p>
<p>3. Upgrade website; updated info by providing links to News articles and other media access about our projects.</p>	<p>1. Amount of current events placed on website.  2. Number Additional links added.</p>	<p>Nov. 2013</p>	<p>annually</p>	<p>Keith Shultz</p>	<p>Graphics</p>	<p>In kind</p>

<p>4. Presentation/workshops  These workshops are open to anyone in the community and also to Law enforcement as well as those who are developing new neighborhood watch programs in their communities.  We have several topics up for discussion in each session.  (1) The effects of alcohol on underage drinkers.  (2) Questions about Social Hosting.  (3) Discussion of various solutions to stop social hosting, underage binge drinking.  (4) Presentations to community, in order to promote 'Parents who host lose the most 'programs. We will be soliciting pledge cards for parents to get a commitment from them, not to facilitate alcohol to minors.</p>	<p>1. Number of workshops completed.  2. Number of new members recruited.</p>	<p>Aug. 2013  Working to build capacity in our coalition.</p>	<p>Monthly</p>	<p>Steering Committee</p>	<p>facility use</p>	<p>\$300.00</p>
<p>Provide social media updates on facebook as well as our website and other community websites.</p>	<p>1. Number of facebook entires  2. Number of articles we post</p>	<p>August</p>	<p>Weekly</p>	<p>members</p>	<p>Computer</p>	<p>\$0.00  Volunteers</p>
<p>6. Distributing materials on enforcing social hosting and</p>	<p>1. Number of students</p>	<p>Dec. 2013.</p>	<p>Monthly</p>	<p>Coalition members</p>	<p>Volunteers</p>	<p>\$0.00</p>

<p>underage drinking laws. Utilize 'Parents that Host Lose the Most' program with a goal to halt youth access of alcohol.</p>	<p>participating in campaign.</p> <p>2. Increase capacity of coalition members</p> <p>3. Feedback from community</p> <p>4. In relation to 'Parents who Host lose the most,' How many signs that are placed in yards as well as number of pledge cards signed.</p>					
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**3. Building Skills**

<b>Implementation Activities</b>	<b>Process Indicator (s)</b>	<b>Start Date</b>	<b>Periodicity (Daily; Weekly; Monthly; Q</b>	<b>Who is responsible</b>	<b>Resource(s) Needed</b>	<b>Expected Total Cost</b>
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1. Training primarily for law enforcement on Underage Drinking, Social Host Law / neighborhood watch training and how to coordinate with community directors of NHW programs.	1. Number of participants.	Feb 2013	Annually	Law-enforcement, volunteers, Assistant Director	Meeting location	\$0.00

#### 4. Providing Support

<b>Implementation Activities</b>	<b>Process Indicator (s)</b>	<b>Start Date</b>	<b>Periodicity (Daily; Weekly; Monthly; Quarterly)</b>	<b>Who is responsible</b>	<b>Resource(s) Needed</b>	<b>Expected Total Cost</b>
1. Provide training materials for our Coalition members about methods they can use to help report and collect data.	1. Successful data collection from volunteers in our coalition. 2. Number of trainings and participants trained.	Nov. 2013	Semi-Annually	Assistant Director (volunteer)	Materials	\$100.00
2. Organize civilian party patrols that will work as liaisons to scope out hotspots and then in turn relay info to law-enforcement.	1. Number of patrols completed. 2. Number of Social hosting Citations.	Dec. 2013	Semi-Annually	Volunteers Neighborhood watch committee	Advertising, materials	In kind

#### 5. Increase Barriers/Reduce Access

<b>Implementation Activities</b>	<b>Process Indicator (s)</b>	<b>Start Date</b>	<b>Anticipated Completion Date</b>	<b>Who is responsible</b>	<b>Resource(s) Needed</b>	<b>Expected Total Cost</b>
1. Our coalition plans to hold 'Town Hall Meetings' in each of our five cities in Jefferson	1. Number of meetings completed.	Nov 2013	Annually	Coalition members and volunteers	Time/volunteers	\$0.00

County in order to garner support in our fight to decrease underage drinking and to develop effective neighborhood watch programs.	2. Number of Neighborhood watch programs developed.					
3. Post signs at boat docks about 'alcohol on the water' concerning underage drinking and social hosting laws.	1. Decrease of Social Hosting on the water. 2. Number of BUI's	July 2013	Annually	/Coalition members	Volunteers	In-kind

#### 6. Reduce Barriers/Increase Access

<b>Implementation Activities</b>	<b>Process Indicator (s)</b>	<b>Anticipated Start Date</b>	<b>Periodicity (Daily; Weekly; Monthly; Quarterly)</b>	<b>Who is responsible</b>	<b>Resource(s) Needed</b>	<b>Expected Total Cost</b>
1. Speak to local civic groups, health fairs, church, parent organization and display information to community listings of resources, support groups and parenting groups that will build parenting skills needed to educate their children about underage drinking	1.Feedback from community 2. Number of civic groups, churches, organizations.	Oct 2013	Quarterly	Steering committee Coalition members.	Volunteers	\$0.00
2. Reduce a language barrier through an interpreter who will be hosting a local 'question and answer session' about underage drinking and negative	1. Number attending.	Nov. 2013	Annually	Coalition member Gwen Ford/ Amy Hurst	Hispanic brochures.	In kind

consequences for our Hispanic community as well as make accessible translated materials with information about the social host law.						
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**7. Changing Incentives/Consequences**

<b>Implementation Activities</b>	<b>Process Indicator (s)</b>	<b>Start Date</b>	<b>Periodicity (Daily; Weekly; Monthly; Quarterly..)</b>	<b>Who is responsible</b>	<b>Resource(s) Needed</b>	<b>Expected Total Cost</b>
1. Positive Media recognition to commend Key informant leadership who have supported our efforts to decrease underage binge drinking and social hosting.	1. Number of participates 2. Number of individuals recognized. 3. Number of organizations who are promoting Rescue 180's mission.	Oct. 2013	Annually	Coalition volunteers, media committee	Newspaper ads	00
Write letters 'To the Editor' of	1. Community feedback	Oct. 2013	Semi-	Coalition	Computer	00

our local newspaper commending law enforcement for enforcing the social host law in our community.			annually	members		
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### 8. Changing the Physical Design of the Environment

<b>Implementation Activities</b>	<b>Process Indicator (s)</b>	<b>Start Date</b>	<b>Periodicity (Daily; Weekly; Monthly; Quarterly..)</b>	<b>Who is responsible</b>	<b>Resource(s) Needed</b>	<b>Expected Total Cost</b>
1. "Parents who Host Lose the Most" campaign, placing yard signs, posters, banners throughout the community.	1. Successful campaign to mobilize "Parents who Host Lose the Most"  2. Community support and involvement of other health agencies working with us to fight underage binge drinking.	Oct. 2013	Annually	Media committee	Networking, brochures, flyers	\$200.00
2. Work with law-enforcement to place more 'dummy' cars in 'hot spots'	1. Number of 'Dummy cars' on the road. 2. Number of alcohol related arrests due to this project. 3. Number of key sites that have brought success ( in mapping problem area's) and listings of arrest area's.	Dec. 2013 .	Monthly	Coalition volunteers	Volunteers/ manpower	In kind

# INTERVENTION IMPLEMENTATION PLAN WORKSHEET

The Intervention Implementation Plan Worksheet will assist in collecting process indicators that will provide a continuous record of the inputs (i.e., resources, costs) and work accomplished (amount and quality) in implementing the planned activities for each component of the Eight Strategies to Affect Community Change. The information provided in each activity table will assist implementation as well as determining whether the coalition is accomplishing what has been planned. Without successful implementation, outcomes cannot be attributed to the program. Feedback on implementation performance provides a basis for quality improvement decisions.

**Complete one (1) Intervention Implementation Plan (eight (8) activity tables) for each intervening variable in your logic model.**

**Intervening Variable:** Retail Access

**Local Contributing Factors:**

- In a Community Youth Survey, 58% of youth revealed knowing about a underage 'friend' who purchased alcohol
- In a Community Youth Survey, 22% stated that the store clerks did not ask for an ID.
- In a Community Youth Survey, 54% of youth stated they knew of other underage youth who had used a fake ID to buy alcohol.
- In a focus group of 10 youth (14-17), 20% obtained alcohol through a second party who purchased it for them while the cashier knew it was for the underage party (shoulder tapping).

**1. Policy, Practice, or Procedure Change**

Implementation Activities	Process Indicator (s)	Start Date	Periodicity (Daily; Weekly; Monthly; Quarterly..)	Who is responsible	Resource(s) Needed	Expected Total Cost
1. Make available to our retailers, effective prevention education classes. These classes will provide guidelines for proper carding for vendors as well as teaching them the negative effects of 'youth oriented' advertising and how to change that in their stores. We will also	1. Decrease number of vendors selling to minors.	Dec. 2013	Monthly	Law-enforcement and coalition members	facility and materials	\$1200.00

provide certificates to those vendors who attend our classes, and publish them in the newspaper, website etc. Also make the retail education class mandatory as a part of the offence of failing a compliance check (second chance) for retailers.						
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## 2. Providing Information

<b>Implementation Activities</b>	<b>Process Indicator(s)</b>	<b>Start Date</b>	<b>Periodicity (Daily; Weekly; Monthly; Quarterly..)</b>	<b>Who is responsible</b>	<b>Resource(s) Needed</b>	<b>Expected Total Cost</b>
1. Media Campaign on the consequences of underage drinking and illegal buying and selling of alcohol.	1. Number of articles 2. Number of advertisements 3. Number of billboards 4. Number of telecasts watched	August 2013	Monthly	Media Committee	Newspaper, billboards, ad's, internet and television	\$1000.00
2. Awareness Campaign designed to 're-educate' vendors on illegal sale of alcohol to minors.	1. Number of vendors participating. .	Aug 2013	Monthly	Media Committee	New brochures, flyers, advertisement, PSA's, television. Internet.	\$775.00
3. Upgrade website ; Will provide updated information of current events (links to other websites that provide updated information such as newspaper articles about events we are hosting or participating in.)	1. Provide info on website of current number of successful projects that have been completed in the community.	Aug 2013	Quarterly	Keith Shultz	Graphics	In Kind
4. Brochures made available to community about illegal sale of	1. Number of meetings, recruiting more volunteers.	Aug 2013	Quarterly	Volunteers/members of	Materials	\$0.00

alcohol to minors. Doing presentations for community at churches, Health Fairs, Town Meetings				coalition		
5. Thank You for not selling to our teens...Legal Drinking Age is 21.....Write articles for local papers and sending out letters to all vendors announcing 'stepped up' compliance checks and explaining what the consequences will be if they fail.	1. Number of activities completed and placed in various stores. 2. Number of successes. (Vendors passing the test)	Oct 2013	Quarterly	Volunteers and members of coalition	Time/volunteers	In Kind

### 3. Building Skills

<b>Implementation Activities</b>	<b>Process Indicator (s)</b>	<b>Start Date</b>	<b>Periodicity (Daily; Weekly; Monthly; Quarterly)</b>	<b>Who is responsible</b>	<b>Resource(s) Needed</b>	<b>Expected Total Cost</b>
1. Utilize Youth: College Students. Train and do Mystery shopping, compliance checks.	1. 'Mystery Shopping Program' developed for College students,  2. College students Participating.  3. Successful observations of vendors.	Nov 2013	Annually	Coalition , Board of Directors and members	Business Cards, invitations, letters	In kind
3. Volunteers being trained "We Check ID's" to vendors	1. Successful campaign	Oct. 2013	Annually	/volunteers	Volunteers	\$0.00
4. 'Store' watches programs that involve vendors. A campaign that teaches the community how, when and where to report to us and law-enforcement when they know firsthand that a store is	1.Number of vendors passing the test.	Nov. 2013	Annually	Volunteers from community	DVD's, flyers, signs.	\$0.00

guilty of selling to underage youth and or possibly over looking shoulder tapping.						
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#### 4. Providing Support

<b>Implementation Activities</b>	<b>Process Indicator (s)</b>	<b>Start Date</b>	<b>Periodicity (Daily; Weekly; Monthly; Quarterly... )</b>	<b>Who is responsible</b>	<b>Resource(s) Needed</b>	<b>Expected Total Cost</b>
1. Train civilians to work with law-enforcement, when needed, to help scope out potential non-compliant stores and disorderly houses. These civilians will relay vital information about possible 'illegal sale of alcohol' to law-enforcement personal.	1. Number of stores NOT failing compliance checks.  2. Number of disorderly houses identified.	Dec.2013	Semi-annually	Coalition members and volunteers	Meeting room	\$0.00
2. Coordinate with other community leaders to uphold enforcement of fines when vendors are found guilty of breaking illegal purchasing of alcohol laws	1. Successful campaign that results in more community support, advocacy and involvement.	Nov 2013	Quarterly	Coalition members	Networking, brochures, flyers	\$0.00

#### 5. Increase Barriers/Reduce Access

<b>Implementation Activities</b>	<b>Process Indicator (s)</b>	<b>Anticipated</b>	<b>Periodicity</b>	<b>Who is</b>	<b>Resource(s)</b>	<b>Expected</b>
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		<b>Start Date</b>	<b>(Daily; Weekly; Monthly; Quarterly)</b>	<b>responsible</b>	<b>Needed</b>	<b>Total Cost</b>
1. Check signage in the area. Where there is alcohol signage place 'No alcohol sales to minors' signs because 'WE CHECK ID'S'	1. Number of signs and vendor participation...	Dec.2013	Quarterly	Volunteers	Time	In Kind
2. Work with law-enforcement and drug task force to help identify illegal sales of alcohol in restaurants.	1. Number participating in sting. 2. Number of restaurants passing the test	Oct. 2013	Semi-annually	Law-enforcement and volunteers	Manpower	\$0.00

#### 6. Reduce Barriers/Increase Access

<b>Implementation Activities</b>	<b>Process Indicator (s)</b>	<b>Anticipated Start Date</b>	<b>Periodicity (Daily; Weekly; Monthly; Quarterly..)</b>	<b>Who is responsible</b>	<b>Resource(s) Needed</b>	<b>Expected Total Cost</b>
1. Provide new signs to vendors about the 'carding' process and upgrade and 'refresh' info on the laws they must observe and their consequences if they are caught selling to underage youth.	1. Number of businesses who are contacted.	Dec.2013	Quarterly	Assistant Director and volunteers	Volunteers	\$0.00

#### 7. Changing Incentives/Consequences

<b>Implementation Activities</b>	<b>Process Indicator (s)</b>	<b>Anticipated Start Date</b>	<b>Periodicity (Daily; Weekly; Monthly;</b>	<b>Who is responsible</b>	<b>Resource(s) Needed</b>	<b>Expected Total Cost</b>
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			<b>Quarterly)</b>			
1. Reporting to the media: After vendors successfully pass a full year of required compliance checks they will be honored with Certificate of Success.	1. Decrease non-compliance.	Dec 2013	Annually	coalition members	Volunteers, posters, ad's, website	\$0.00
2. Provide law-enforcement, community support and materials to address youth alcohol access.	1. Decreased youth access	Dec .2013	Semi-annually	coalition members	time	In Kind

### 8. Changing the Physical Design of the Environment

<b>Implementation Activities</b>	<b>Process Indicator (s)</b>	<b>Anticipated Start Date</b>	<b>Periodicity (Daily; Weekly; Monthly; Quarterly)</b>	<b>Who is responsible</b>	<b>Resource(s) Needed</b>	<b>Expected Total Cost</b>
1. Conduct environmental scans and discourage displays in local stores that are 'pushing' alcohol. Make recommendations to stores of excessive beer signage and point out advertising that is aimed at youth.	1. Number of displays dismantled.	Dec. 2013	Quarterly	coalition members	Volunteers with a lot of intestinal fortitude.	\$0.00
2. Providing new signs for vendors as needed. (We Check Id's We don't sell to minors etc.)	2. Number of participating vendors	Nov. 2013	Quarterly	volunteers	Volunteers	In Kind