

Alcohol Prevention Initiative (API) Overview

The Alcohol Prevention Initiative is a 3-5 year project to address underage drinking in Fayette County. There are 41 such groups in the state of Georgia who are participating in this project at the same time.

The project in Fayette County is spearheaded by AVPRIDE with strong collaboration from Fayette FACTOR and Collaborative members. A group was formed out of FACTOR to provide feedback and participate in our CPAW (Community Planning Advisory Workgroup). Others have participated as well; such as County Commissioners, law enforcement, school officials, health professionals, and others.

This project is in 5 stages:

- Needs Assessment (*completed 2012*)
- Capacity Assessment & Capacity Building (*just completed*)
- Planning (*current stage*)
- Implementation
- Evaluation

Underage drinking is one of our state's top public health concerns, costing our citizens \$1.4 billion in 2010. These costs include medical care, work loss, and pain and suffering associated with the multiple problems resulting from the use of alcohol by youth. This translates to a cost of \$1,450 per year for each youth in the State or \$2.73 per drink consumed.



API Leadership

Pam Reid, AVPRIDE Executive Director
Dawn Oparah, API Project Coordinator
Michael Mumper, API Ass't Proj Coordinator
Becky Smith, FACTOR Executive Director & API Community Outreach Coordinator



Alcohol Prevention Initiative in Fayette County



Goal: *Reduce the early onset of alcohol use among 9-20 year olds*

Objective: *Create community conditions that lead to change of parental/cultural acceptance of teen alcohol use*

What the Needs Assessment Showed

34% of GA high school students had at least one drink of alcohol in the last 30 days. 57% of Fayette students. 19% of GA high school students reported binge drinking. Fayette -38%. When youth were asked if any of their closest friends had been drunk in the last 30 days, 47% of PTC youth & 37% of Fayetteville said yes. The availability /ease of access to alcohol is widespread in Fayette . #1 source - non-family members, #2 - gave money to someone to buy, #3 is family. Much of the drinking that takes place among minors happens on the weekends in friends' homes or in their own homes unsupervised. Many parents allow alcohol at parties hosted by their underage children. When youth were asked if parents in their community allowed this "social hosting", 71% of PTC & 59% of Fayetteville youth said yes. There is a low perceived risk of arrest. When youth were asked if someone un-

der 21 were caught with alcohol, would the police give them a ticket, a high percentage "disagreed" or "strongly disagreed"

Education about Alcohol, Tobacco and Other Drugs ends after health class in the 9th grade. Perhaps partially as a result, there is a major spike in alcohol use between 8th and 10th grade.

Based on the Needs Assessment data and the Intervening Variables and Contributing Factors identified as high impact (below), we chose a goal to **reduce the early onset of alcohol use among 9-20 year olds**".

Intervening Variables	Contributing Factors
Individual Use	Age of Initial Use
Social Availability	Provision to Minors
	Availability of Unsupervised Places to Drink
Social and Community Norms	Youth's Perception of Peer Norms
	Parental Acceptance
	Cultural Acceptability
Perception of Risk	Low Perceived Risk of Arrest or Penalties

What the Capacity Assessment & Capacity Building Process Showed

Community Readiness Assessment

Average Readiness Scores by Community

⇒ Fayetteville	2.58
⇒ Peachtree City	2.46

Readiness Stage

1-**No Awareness**

2-**Denial / Resistance** ⇨ Fayetteville & PTC

3-**Vague Awareness**

4-Preplanning

5-Preparation

6-Initiation

7-Stabilization

8-Confirmation / Expansion

9-High Level of Community Ownership

Plans for Sustainability

Action 1:

Identify correctly our target populations and align effective strategies to meet the targets

Action 2:

Help our stakeholders become system leaders and champions

Action 3:

Encourage community ownership for the prevention initiatives around reducing the early onset of alcohol use among 9-20 year olds