



Prevention Work Plan

CONSEQUENCE

Assessment Summary:
Data collection and analyses reveal that alcohol use is the priority substance abuse issue in X community. Findings include:

- 42% of high school youth reported current alcohol use (30 day).
- Less than 25% of high school youth report perceiving underage drinking to be harmful.
- One-third of alcohol retailers sell alcohol to youth under age 21.

Problem Statement: 40% of alcohol-related car crashes in community X involve a driver under age 21.

CONSUMPTION

Target Population:

- Direct Target: Youth, under age 21
- Indirect Target(s): Alcohol retailers

Goal: Decrease 30-day alcohol use among youth under age 21.

Long-Term Impact/Outcome: By June 30, 2015, 30-day alcohol use among youth under age 21 will decrease by 15% to an overall rate of 27%.

Long-Term Outcome Indicators:

- By June 30, 2013, 30-day alcohol use among youth under 21 will decrease by 5% to a rate of 37%.
- By June 30, 2014, 30-day alcohol use among youth under 21 will decrease by 10% to a rate of 32%.

VARIABLE

Objective 1: Decrease retail access to alcohol for youth under age 21.

Intermediate Outcome: By June 30, 2014 the non-compliance rate of retail alcohol outlets that sell alcohol to youth under 21 will decrease to 5%.

Intermediate Outcome Indicators:

- By June 30, 2012 the non-compliance rate of retail alcohol sales to youth will decrease to 15%.
- By June 30, 2013 the non-compliance rate of retail alcohol sales to youth will decrease to 10%.

Strategy 1: Enforce laws prohibiting alcohol sales to minors.

| Key Tasks | Timeline | Responsible | Process Measures | Outputs | Immediate Outcomes |
|---|----------|-------------|--|--|---|
| Secure agreement with local law enforcement | | | Percent of agreements secured per established timeline | Number of agencies under agreement | By [month/year] there will be an [%] increase in the knowledge and abilities of retail alcohol employees to refuse to sell alcohol to underage youth. |
| Recruit youth inspectors | | | Percent of needed youth recruited per established timeline | Number of youth recruited | |
| Train youth inspectors | | | Percent of youth trained per established timeline | Number of youth trained | |
| Develop inspection schedule | | | Percent of schedule completed per established timeline | Schedule and list of outlets; inspection assignments | |
| Conduct compliance checks | | | Percent of checks completed per established timeline | Compliance check records and data | |
| Produce media outputs | | | Percent of earned media outputs | List of new stories | |

Strategy 2: Conduct RBSS training for alcohol retailer clerks and managers.

| Key Tasks | Timeline | Responsible | Process Measures | Outputs | Immediate Outcomes |
|---------------------------|----------|-------------|--|-----------------------------|---|
| Identify priority outlets | | | Progress in identifying outlets per established timeline | List of prioritized outlets | By [month/year] there will be an [%] increase in the knowledge and abilities of alcohol servers to refuse to serve alcohol to underage youth. |
| Train RBSS trainers | | | Percent of trainers trained | Number of trainers trained | |
| Schedule RBSS trainings | | | Percent of training sites and dates scheduled per established timeline | Schedule of trainings | |

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|--|--|--|--|---|--|
| Conduct RBSS trainings | | | Percent of trainings completed per established timeline | Number of trainings held; number of individuals trained | |
| Secure recurring RBSS training agreements/policies | | | Percent of RBSS policies/agreements per established timeline | Number and list of agreements/policies | |

SAMPLE