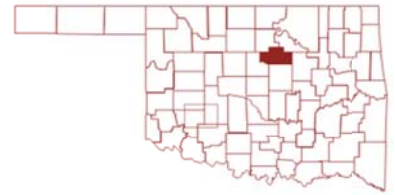


Payne County SPF SIG Project



Payne County Strategic Prevention Framework State Incentive Grant

In 2011, the Oklahoma State University Seretean Wellness Center PANOK received a 4 year SAMHSA's Strategic Prevention Framework State Incentive Grant (SPF SIG) funding to work with the University and Community Substance Abuse Prevention Coalition to address the problem of underage drinking in Payne County. The SPF SIG, provides funding to States and federally recognized Tribes and Tribal organizations to implement the Substance Abuse and Mental Health Services Administration's Strategic Prevention Framework in order to:

- prevent the onset and reduce the progression of substance abuse,
- reduce substance abuse-related problems in communities, and;
- build prevention capacity and infrastructure at the State/Tribal and community levels.

Through a needs assessment, communities identified data-driven priorities.

Underage Drinking

- Data collection and analyses reveal that underage drinking is the priority substance abuse issue in Payne County.
 - According to the Youth Risk Behavior Survey (YRBS) in 2011, 38% of Oklahoma public high school students in grades 9-12 reported current alcohol consumption.¹
 - From 2005-2009, 41% of fatal crashes in Payne County involved alcohol which was higher than the State's percentage of 34.²
- Factors identified as being strongly related to and influencing underage drinking and its consequences in Payne County:
 - Social Availability – youth identified receiving their last drink before driving from a social source
- The target population was identified as individuals residing in Payne County between the ages of 18-20, with an indirect target of law enforcement, college students aged 21 and older and parents.
- Strategies:
 - Media Advocacy- including social host law messaging to adults and students via press releases, articles and public service announcements
 - Social Host Enforcement-including a the creation of a social host tip-line

Regional Prevention Coordinator Contact Information

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References

1. Centers for Disease Control and Prevention (CDC). 2003–2009 Youth Risk Behavior Survey. Access:www.cdc.gov/yrbss
2. National Highway Traffic Safety Administration. Fatality Analysis Reporting System 2003–2008. Washington, D.C.: Department of Transportation, National Highway Traffic Safety Administration.

This project has been funded by the Oklahoma Department of Mental Health and Substance Abuse Services. For more information about the SPF SIG grant and the ODMHSAS, please visit www.odmhsas.org.