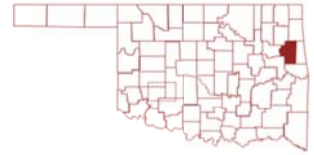


Cherokee County SPF SIG Project



Cherokee County Strategic Prevention Framework State Incentive Grant

In 2011, Cherokee Nation Behavioral Health Services received a 4 year SAMHSA's Strategic Prevention Framework State Incentive Grant (SPF SIG) funding to work with the Wagoner Community Coalition to address the problem of underage drinking in Cherokee 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 Cherokee County.
 - According to the Youth Risk Behavior Survey (YRBS) in 2009, Oklahoma was 45% higher than the national average.¹
 - From 2005-2009, 36% of fatal crashes in Cherokee County involved alcohol which was higher than the State's percentage of 34%.²
- The factor identified as being strongly related to and influencing underage drinking and its consequences in Cherokee County:
 - Retail Availability – compliance checks showed 41% of retailers sold alcohol to minors
- The target population was identified as youth between the ages of 15-20 residing in Cherokee County. The indirect targets are store merchants and other consumers.
- Strategies:
 - Policy- including in store alcohol beverage policies
 - Enforcement- including alcohol compliance checks
 - Media Advocacy- including collaboration with media outlets regarding compliance checks

Regional Prevention Coordinator Contact Information

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Serving: Adair, Cherokee, Sequoyah, and Wagoner Counties



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.

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