



Summary of Results for the Branford Coalition to Prevent Underage Drinking

PFS Grant: The last four years.

Believing in the Future of our Kids!

Over the last four years, The Branford Coalition to Prevent Underage Drinking has had a Partnership for Success (PFS) Grant funded through the Department of Mental Health & Addiction Services (DMHAS), to address underage drinking. Our Coalition focused its efforts on two Risk Factors: Social Access / Retail Availability to alcohol and Low Enforcement. The Coalition used several strategies to address these risk factors by educating merchants, youth and parents about the risks associated with drinking. The Coalition has offered trainings to merchants that sell or serve alcohol and have worked closely with the Branford Police Department to enhance compliance checks. We have also teamed with the Board of Education (BOE) to administer annual student surveys in an effort to obtain data related to underage drinking. In 2013, The Coalition received additional funding to begin addressing prescription drugs misuse and abuse.

The Coalitions overall PFS Goals

- Reduce the Community's acceptance of underage drinking and underage drinking violations.
- Reduce the number of students who reported they drank alcohol in the past 30 days.
- Increase the age of onset that youth in our community choose to drink.
- Strengthen the Branford Community's capacity and collaboration in understanding substance abuse and prevention of underage drinking.
- Increase compliance of liquor laws with local establishments.
- Increase awareness of legal consequences of purchasing alcohol and or supplying alcohol to minors.

The Branford Coalition to Prevent Underage drinking represents the Town of Branford. Branford is a suburban town located along the shoreline of Connecticut east of New Haven with a population of approximately 28,000 people. 5,432 of those people represent Branford youth who attend the public schools. Branford has three elementary schools (K-4), one middle school (5-8) and one high school (9-12). Branford is a very diversified community with 8.1 % of the population representing a combination of, African American, Asian, Hispanic and other races. Branford has one police department with 50 officers to patrol its 28 square-miles containing land and water.

The Coalition was established in 2001 when we identified a significant problem with youth obtaining and consuming alcohol, often resulting in risky behaviors. The Coalition members have provided the tools to help prevent these behaviors from occurring. Many of the original members are still on the Coalition today and continue to address these issues. The overall mission of the Coalition is to reduce underage drinking through education and law enforcement, and to promote

successful, safe and substance free kids. For over 13 years, the Youth Detective has been working alongside the Coalition. Branford has 16 off premise locations to purchase alcohol, 5 grocery stores, and 11 package stores, as well as 37 on premise locations that serve alcohol which includes a varying number of restaurants and bar establishments. The Coalition has had a presence in the community in a variety of ways:

- ◆ **COMCAST** media campaigns
- ◆ compliance checks
- ◆ Responsible Beverage Service Trainings to employees and owners of establishments who sell or serve alcohol
- ◆ MADD Sticker Shock campaign~ awareness that buying alcohol for minors is illegal,
- ◆ surveillance
- ◆ trainings for Police Officers
- ◆ party patrols
- ◆ education opportunities for parents and caregivers
- ◆ sponsorships of local community events

Our Accomplishments

Branford Coalition to Prevent underage Drinking Student Survey Results	Baseline % year	2013	Goal Met
Past 30 day use of alcohol for 7th, 9th & 11th graders	24.1.% (2011)	13.2%	√
Age of onset	13.5% (2012)	13.4%	Slight ↓
Youth~ Perception of harm of drinking	77.6% (2011)	86.1%	√
Ever Drank	51.2% (2010)	33.2	√
Retail availability ~ Restaurants	33.7% (2011)	17.0% (2013)	√
Retail availability~ store or bar	25.7% (2011)	6.7%	√

Moving Forward~ Where do we go from here?

The Branford Coalition to Prevent Underage Drinking has had some tremendous success and some minor challenges in the community. The Coalition has enjoyed the support of the Branford Board of Education, the Branford Police Department and multiple town departments to enable the Coalition to serve the town. The overall percentage of students that have reported ever having an alcoholic drink has decreased steadily over the life of the PFS grant by **35.3%** overall. This decrease has far exceeded even the expectations of the Coalition members and reflects the efforts of the Coalition in harmony with the community. Another success was a 73.9% decrease in retail availability of alcohol reported by students. The Coalition will continue to maintain an active presence in the community, through a wide array of activities and events and continue to focus on underage drinking as well as youth misusing and abusing over the counter or prescription drug medications. Recently, the Coalition applied for a Drug Free Communities Grant from the Federal Government. Finally, our Coalition is able to sustain itself as all the members "Believe in the Success of our Kids", and will continue to focus on prevention activities.

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