



# INFO Brief

Inspiring Confidence. Empowering Clinton.

## Summary of Results for the Connecticut PFS, Clinton, CT: 2010 - 2014

Over the past four years, Partners in Community (PiC), with the support of Partnership for Success (PFS) grant, has worked to address the problem of underage drinking in Clinton, CT, a shoreline town of 13,260 residents. Using a number of environmental strategies, PiC is making Clinton a safer, healthier community by strengthening the developmental assets needed for the positive youth development and changing peer and family norms that encourage or accept underage drinking.

### About Clinton

- Area of **19** sq. miles on the Connecticut Coastline
- Population of **13,094**
- **3,614** Families
- **18%** are under **18**, served by **4** schools
- **96%** white

Source: 2000 Census

### PiC's Reach

Over the last **4** years PiC has held **2** community picnics with over **950** people in attendance; created **4** billboards and **1** movie theatre PSA; orchestrated **5** World Café's, **3** Haunted Hallways and **3** Husky Helper Days; given **11** students the opportunity to attend the National Youth Leadership Institute in Orlando, FL, Nashville, TN, and Anaheim, CA, and another **56** students the opportunity to attend other leadership conferences; coordinated **4** multi-town LEAD conferences with over **325** served; organized **3** compliance checks with **88%** of establishments in compliance; distributed **200** medication lock boxes and **300** family conversation card sets; all with the support of each of our **40** coalition members.



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**Felix:** A successful social norming campaign that taught our community that 62% of Clinton's youth are not drinking alcohol.

### Overall PFS Goal

The overall goal of Clinton's PFS initiative is to reduce underage alcohol use in Clinton through environmental prevention strategies, i.e., strategies that seek to change the community conditions, standards, institutions, and policies that shape behavior. In particular, we hope to modify family and peer norms that encourage or accept underage drinking.

| Clinton, CT   | 2010 | 2012   | Improved Outcome |
|---|------|--------|------------------|
| <b>National Outcome Measures</b>                                    |      |        |                  |
| Past 30 day alcohol use   | 28%  | 28.70% |                  |
| Perception of Parental Disapproval                                  | 86%  | 94%    | ✓                |
| Perceived Harm of Use   | 64%  | 77.20% | ✓                |
| Source: Search Institute Attitudes and Behavior Survey, 2010 & 2012 |      |        |                  |
| <b>Targeted Developmental Assets</b>                                |      |        |                  |
| Positive Family Communication                                       | 31%  | 35%    | ✓                |
| Community Values Youth  | 26%  | 28%    | ✓                |
| Positive Peer Influence   | 65%  | 64%    |                  |
| Planning and Decision-Making  | 32%  | 38%    | ✓                |
| Resistance Skills   | 46%  | 47%    | ✓                |
| Source: Search Institute Attitudes and Behavior Survey, 2010 & 2012 |      |        |                  |
| <b>Other Risk Behaviors</b>   |      |        |                  |
| Rode with Driver who had been Drinking (past 12 mo.)                | 33%  | 32%    | ✓                |
| Used Drugs like Heroin or Other Narcotics (past 12 mo.)             | 6%   | 4%     | ✓                |
| Physically hurt someone in Past 12 months.                          | 16%  | 12%    | ✓                |
| Source: Search Institute Attitudes and Behavior Survey, 2010 & 2012 |      |        |                  |