



INFO Brief

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Danbury's Best Practice Initiative Summary of Results: The Past Four Years

Stand Together Make A Difference (STMAD) is Danbury's local substance abuse and addiction prevention council. STMAD forms a collaborative effort to promote healthy life choices while expanding ownership of substance abuse prevention and avoiding addiction among our children, families and adults. During the past four years of the Best Practice Initiative (BPI) grant, STMAD has utilized available resources from BPI to reduce underage drinking among youth ages 12-18 in Danbury. STMAD implemented environmental strategies, process evaluation, community capacity building and data collection of parents and students related to the issue of underage drinking.

The Underlying Issue

STMAD conducted a needs assessment of the community to identify **social access** as the most relevant risk factor impacting underage drinking. STMAD goals are to decrease past 30 day use of alcohol among youth from 37.40% to 36.20% and increase parental disapproval of underage drinking among youth from 79% to 91%.

STMAD Successes

STMAD conducted a process and outcome evaluation by utilizing both qualitative and quantitative methods. Over the past four years, the coalition has been collecting data. Recent outcomes were measured by the 2010 and 2013 student surveys*. Our findings point to the coalition's success regarding underage drinking.

About Danbury**

- o 42 square miles, Population: 80,893
- o Persons age 5 to 17 years: 11,633
- o 68% White, 25% Hispanic or Latino, 7% Black or African America, .4% American Indian or Alaska Native, 7% Asian, 13% other race alone, 5% two or more races
- o Danbury includes 2 middle schools, 2 alternative schools, 1 high school, 1 parochial high school and 1 technical high school

**2010 Census

Danbury's BP	Year 1 Baseline	Year 4 Performance Target	Improved Outcome
Performance Targets			
Past 30 day use	37%	34%	✓
Past two-week binge use	26%	21%	✓
Perception of Parental Disapproval of Drinking	79%	91%	✓
Perception of Risk of Harm of Drinking	61%	78%	✓
Other Measures			
Rode in a car with someone who was drinking	37%	38%	
Drove after drinking (in past 12 months)	13%	12%	✓
Have closest friends who drink alcohol once a week or more	54%	52%	✓
Attended one or more parties in the past year where other kids the same age were drinking	64%	60%	✓
<small>Source: STMAD's Search Institute Profiles of Student Life, 9th to 12th grade, 2010 & 2013*</small>			

NUMBERS:

STMAD Coalition has collaborated with the Government Prevention Partnership, Liquor Control and Danbury Police Department (DPD) in conducting compliance checks to **43** liquor establishments in July 2013. Those that passed were acknowledged by the DPD. Those that failed compliance (**26%**) were published in the local paper.

4,500 students and **300** parents were reached via presentations to provide information education and outreach on the risks of underage drinking, alcohol accessibility, drinking and brain development, protective factors, local data and the Social Host Law. **3,000 Social Host Cards**, which explain the specifics of the law, were distributed in both English and Spanish.

STMAD Coalition utilized billboard ads, bus advertisements and a radio PSA announcement related to implement the media campaign, *Stand Together Danbury to Reduce Underage Drinking*. **2** billboards both in English and Spanish had approximately **7,000,000** views in a **10** month period. The PSA announcement was aired **15** times over 3 local radio stations, totaling **45** commercials. **3** local Trans-Ad buses displayed our billboard on the back of the buses for a **3 ½ month** period. STMAD members distributed media campaign materials to approximately **50** businesses and/or individuals around the community. **6** community volunteers were interviewed for a video and spoke to the issue of underage drinking.

1 survey on attitudes and behaviors was distributed to 9-12th grade Danbury High School students in 2010 (**1,987**) and 2013 (**2,404**). **1** survey was distributed to parents on attitudes and behaviors in 2010 (**71**) and 2013 (**227**).

STMAD expanded coalition to all pertinent sectors. This includes local businesses, parents, media representatives, faith-based organizations, youth and a bi-lingual substance abuse