



# Info Brief

## Summary of Partnership for Success Grant 2009—2014 Town of Ellington, Connecticut

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The Town of Ellington, with the Partnership for Success Grant (PFS) through the Connecticut Department of Mental Health and Addiction Services (DMHAS) has been working to reduce and prevent underage drinking over the last five years. The DPYC has served as the coalition for the grant and has a diverse representation of the Ellington Community. Ellington has a population of 15,856 residents with 1,407 being youth in grades 6 through 12. There is one high school, one middle school, one intermediate school and three elementary schools in the town. The target population for the PFS Grant has been youth in grades 6 through 12 and their parents, adult friends, siblings, and the community at large. The strategies selected to address underage drinking were relative to *Social Access and Enforcement*.

### Accomplishments

#### **ENFORCEMENT**

A strong relationship with law enforcement was cultivated and continues.

Roving DUI Party Patrols were conducted throughout the grant, with higher concentration around high risk times such as junior/senior prom, graduation, summer, Fireman's Carnival and the holidays.

Police conducted retailer surveillance at liquor stores as part of the patrols.

One compliance check at the town's alcohol retailers (monitored sales to minors) was accomplished during grant period. The previous one conducted in town was in 2004.

#### **MEDIA ADVOCACY**

Developed several media campaigns supporting enforcement efforts, and educating parents and the community as well as creating awareness. Various media outlets were utilized such as open house bags containing information and incentives (pens, magnets, pads, etc), a billboard message, lawn signs, postcards, posters, parent newsletter, coalition website and other on-going prevention messages.

Rise Above Student Leadership Group grew during the grant period and acted as role models for their peers and younger students in the community by sponsoring programs and events.

#### **PFS COALITION (DPYC)**

Coalition continues to grow strong. Recruitment is ongoing and members are engaged. The coalition name was changed during the grant period to increase membership and focus on community and a positive youth culture.

Programs and information were offered to parents encouraging the positive youth culture.

### Data from the 2013 Ellington Youth Culture Survey Report

<i>Where Ellington Youth in Grades 6-12 Get Alcohol</i>	<i>2009 Survey</i>	<i>2013 Survey</i>
Friends	82.4%	71.6%
Parents With Permission	30.8%	24.7%
Parents With <b>NO</b> Permission	51.7%	39.0%
Siblings	38.4%	21.5%
Other people who buy	9.0%	46.6%

<i>Performance Targets</i>	<i>Survey Year</i>	<i>Grades 6-12</i>	<i>Grades 6-8</i>	<i>Grades 9-12</i>
30 Day Use	2009	23.3%	3.7%	33.0%
	2013	13.0%	1.4%	22.9%
Parental Disapproval	2009	87.8%	96.6%	83.4%
	2013	93.3%	95.7%	91.2%
Perception of Harm	2009	72.2%	81.2%	67.8%
	2013	69.1%	71.6%	66.9%
Age of Onset	2009	13.8 years		
	2013	13.8 years		



Rise Above 2014

- Ellington surpassed their long term goal of 20% for past 30 day use in grades 6-12. Down 10.3% from 2009 Student Survey Report.
- Ellington also met their long term goal of 90.8% with 93.3% for parent disapproval rate in grades 6-12.
- Ellington did not meet their long term goal of 75.2% for perception of harm in grades 6-12.
- Ellington did not meet their long term goal to increase the age of onset of drinking in grades 6-12 to age 14.1. It remained the same at 13.8 years old.

**WE STILL  
HAVE  
WORK TO  
DO!**