



Summary of Results for the Connecticut PFS: The Last Four Years

Building a safe and drug free community

During the past four years of the Partnership for Success (PFS) grant, the Groton Adolescent Substance Abuse Prevention Coalition (GASP) has utilized the Strategic Prevention Framework (SPF) to address the priority problem of underage drinking. Groton's SPF implementation has included data-driven strategic planning, data collection, capacity building, implementation of strategies and process evaluation. The grant has allowed for surveying of teens in grades 7-12 twice since 2010. **In Groton past month alcohol use among 7-12th graders has dropped from 22.5% in the 2008 Youth Survey to 12% in the 2014 survey.**

The Problem:

The Coalition is made up of 30 representatives from different sectors of the community. Without these different groups it would be difficult to make changes in the community. The Coalition convened in early 2010 to review issues in Groton and identified three primary risk factors: (1) family/peer norms; (2) low perception among youth of the risk of harm from regular consumption of alcohol; and (3) availability of alcoholic beverages, especially at parties.

About Groton:

- 31 square miles; Population: 40,000 *
- Fitch High school population: 1,237 **
- 2 Middle Schools population 6-8th grades: 1,030**
- Home to University of Connecticut at Avery Point

*2010 Census ** Strategic School Profile 2011

GASP Successes:

The GASP Coalition has been collecting data since 2000; the most recent survey was conducted in January of 2014. The following are marked success in respect to underage drinking rates as experienced by the Town of Groton.

Performance Targets, Grades 7-12	Baseline Year, 2008	Performance Year, 2014	Improved Outcomes
Past 30 day use	22.5%	12.0%	Decrease of 47%
Perception of Great Harm	33.8%	34.5%	No Significant change
Parents Greatly Disapproval of Drinking	52.5%	69.4%	Increase of 32%
Lifetime Use of alcohol	54%	21.9%	Decrease of 59%
Binge Drinking (5 + drinks on one occasion, past 30 days)	9.8%	8.6%	Decrease of 1.2 %
Availability of Alcohol at House Parties	36.5%	28.1%	Decrease of 23%
Availability of Alcohol at Restaurants	10%	3.8%	Decrease of 61%

The Numbers:

The GASP Coalition has provided TIPS Training to **60** people working for liquor permittees. Groton has conducted **10** compliance checks with local Police departments. We have increased the number of restaurant compliance checks in Groton from 7 in 2010 to a high of **26** in 2012. GASP conducted **1** party patrol in Groton on Graduation night. The Coalition garnered **3** articles on underage drinking prevention in the Day Newspaper.

100 High School Athletes participated in Life of An Athlete curriculum. The Coalition distributed **72** Seller Server info-cards to wait staff, bartenders and clerks on liquor laws.

The GASP Coalition reached **2,400** high school teens with two social norms campaigns called Majority Rules and implemented three parent targeted campaigns called Be the Wall (BTW) aimed at **31,086** Groton adults. Over **1,100** BTW mailers will go out in April 2014 to parents at Fitch High School. BTW ads were placed at Big Y for three months while Groton Cinemas had ads for a total of **56** weeks. GASP distributed BTW materials at **100** locations around the community. **8** weeks of BTW PSA's aired on 106.5 radio. **45** students participated in the What Do You Meme Not Everyone is Drinking poster contest in 2013. GASP distributed **300 Parties for Smarties** brochures to college freshman at UConn Avery Point.