

Meriden Healthy Youth Coalition & Rushford  
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The Meriden Healthy Youth Coalition (MHYC) is a community coalition created to work collaboratively to reduce and prevent alcohol, other substance use and their related problems through raising awareness while promoting healthy lifestyles.

## 2014 INFO *Brief*

During the past four years, Rushford and the Meriden Healthy Youth Coalition with the support of DMHAS (Department of Mental Health and Addiction Services) Partnership for Success (PFS) grant, has worked to address the priority problem of underage drinking in Meriden CT, a city of 60,868 residents. Utilizing a data-driven strategic planning process, we have implemented a number of environmental strategies which seek to change or influence community conditions, standards and policies that shape behavior in reducing underage drinking .

**PFS Goal**-Reduce past 30 day use of alcohol by 5% from 32% to 30.4 % among youth in grades 7-12 as measured by Communities That Care youth survey

### NOMS-National Outcome Measures

Far surpassed our goal of reducing past 30 day use of alcohol among youth in grades 7-12 to current rates of 20.9%

Meriden Youth CTC Survey	Survey Year 2009	Survey year 2013	Improvement shown
Age of onset	13.2	13.4	Yes
<b>30 day use</b>	<b>32%</b>	<b>20.9%</b>	Yes
Perception of parental disapproval	85.9%	95.1%	Yes
Perception of harm	71.8%	76.4%	Yes
Perception of peer disapproval	69.2%	73.5%	Yes

#### Objectives

##### Reduce compliance check failure rate from 30% failure rate to 25%

- ◆ Objective met and exceeded-most recent compliance check had a 0.06% failure rate

##### Provide annual training to a minimum of 20 alcohol merchants

- ◆ Objective met and exceeded- We have provided training to 35 merchants

##### 90% of trained merchants will demonstrate an increase in knowledge between pre and post tests

- ◆ 98% of trained merchants demonstrated in increase in knowledge as measured by pre and post tests

##### Increase the frequency and efficiency of party patrols, from a current rate of 0 to 2

- ◆ Objective met and exceeded-We have increased party patrols from 0 to a minimum of 20 annually

##### Increase the number of pro social opportunities for youth from 4 opportunities in 2009/10 to 10 in years 2010/11 through 2014 as measured by participation logs

- ◆ Through SADD (Students Against Destructive Decisions) we have offered over 20 activities annually

#### Accomplishments

Increased capacity of the coalition, serve as Local Prevention Council, 60 members with all 12 core sectors represented, successful in obtaining a Drug Free Communities Grant to sustain these efforts. New logo, new website, facebook, twitter, and new member packets to promote coalition activities, train and recruit new mem-

#### About Meriden

- Area of 23.79 miles
- Population of 60, 868
- 73% White, 29% Hispanic
- 23.9% are under 18, served by 15 schools, including 3 alternative high schools serving 8,148 students
- Median household income in Meriden is \$53,772  
Source 2010 census