



INFO Brief

Underage Drinking Prevention in New London: Summary of Results of Our Efforts for the Last 4 Years

During the past four years of the Partnership for Success (PFS), the New London Community & Campus Coalition (NLCCC) has utilized the Strategic Prevention Framework (SPF) to address the priority problem of underage drinking in New London. The NLCCC's SPF implementation has included data driven strategic planning; data collection, community capacity building for prevention; planning and implementation, and evaluation related to the underage drinking problem in New London, Connecticut.

About New London*:

- Area-**5.6** sq. miles, Population-**27,620**
- **4,274*** Residents are age **10-19**
- **1,508**** Youth in grades **6-12** attend New London Public Schools (NLPS)
- New London residents have options of **6** middle schools and **7** high schools
- **3** Colleges with over **3,000** students
- **93%**** of NLPS students are eligible for free or reduced lunch

* 2010 Census **New London Public Schools

Numbers:

Over **4** years the NLCCC trained over **125** sellers & servers, facilitated **4** Town Hall Meetings, held **18** focus groups (teens & adults), distributed over **10,000** pieces of printed materials, completed **2** youth surveys, **3** community surveys, distributed **20,000** promotional items, provided media presentations to **27,640** community members, and **35** organizations participated in the coalition.

The positive results are due to creating a city-wide coalition representing all sectors of the community by educating members on the negative impact alcohol continues to have over teens. It is a problem that generates larger community-wide risky behaviors affecting education, rates of violence, unprotected sex, and teen pregnancy.

Over the 4-year period, NLCCC Coalition involved **all community sectors** that also included the **LGBT** and **Recovery** communities

Overall NLCCC PFS Goals:

In New London, substance abuse has been linked to risky behaviors that include: violence, bullying, teen pregnancy, and low interest in school.

"A vast majority of students report all underage drinking continues to take place at home or at house parties."

The NLCCC goals are to increase the **"Perception of Harm"** and decrease **"Social Access"** of alcohol. This would reduce risky behaviors and lower the onset of substance use, including underage drinking.

Our Successes:

The NLCCC has been collecting data since **2006** and as recently as June **2012** (*We are doing a new youth survey in June 2014*). Our findings point to the following success.

Performance Targets	2010	2012	Improved
30 Day Use Grade 8	8.1%	3.0%	X
30 Day Use High School	26.9%	15.9%	X
Perception of Harm Grades 7-12	27.2%	45.7%	X
Parental Disapproval Of Underage Drinking	48.1%	68.9%	X
Compliance Checks	48%	4%	X

The NLCCC started and continues to collaborate with the NLPD using a Juvenile Review Board (JRB) to address substance abuse in schools.