



Summary of Results for Stratford PFS: 2010-2014

“Talk Early, Talk Often” to Prevent Underage Drinking

The Town of Stratford Partnerships For Success (PFS) Coalition, a subgroup of the Stratford Youth and Family Advisory Board (YAFAB), is a youth-adult coalition working to reduce underage drinking by raising community awareness about the problems linked with underage drinking and limiting youth access to alcohol. Stratford PFS and YAFAB have used funds to address the most important problems of underage drinking among Stratford youth, ages 12-17. Stratford, Connecticut is a densely developed and racially diverse suburban, and costal town with a population of 51,384.

RISK FACTORS & OVERALL GOALS

In 2010, the PFS Coalition determined the following risk factors would have the greatest success and most impact were:

- ◆ Peer norms
- ◆ Low perception of harm

The overall goals of Stratford’s PFS were to:

1. Reduce underage drinking in the Stratford youth population.
2. Raise community awareness about the problems associated with underage drinking
3. Limit youth access to alcohol.

STRATEGIES & FUNDING

In order to meet the overall goals, the PFS Coalition’s environmental strategies focused on:

- ◆ Enforcement:
 - * regular compliance checks on local retail merchants and on premise establishments.
 - * police surveillance at youth “hot spots” and school events, e.g. prom and graduation.
- ◆ Social Marketing:
 - * Web presence and advertisements that focused on social host law messaging and “Talk Early, Talk Often.”
- ◆ Education:
 - * Information provided at community festivals, Town Hall meetings, school open houses, PTA meetings, health fairs and after school programs.

Stratford received a total of \$320,000 from January 2010 to June 2014 to implement these strategies.

Stratford’s PFS	Year 1 Baseline	Year 3 Performance Target	Improved Outcome
Performance Targets			
Past 30 day use	33%	28%	✓
Past two-week binge use	20%	19%	✓
Perception of Parental Disapproval of Drinking	69%	83%	✓
Perception of Risk of Harm of Drinking	64%	67%	✓
Other Measures			
Rode in a car with someone who was drinking	39%	37%	✓
Drove after drinking (in past 12 months)	8%	6%	✓
Have closest friends who drink alcohol once a week or more	44%	45%	
Attended one or more parties in the past year where other kids the same age were drinking	52%	50%	✓

EVALUATION METHODS

Our data shows:

- ◆ 15% reduction in 30-day past use among youth.
- ◆ 5% reduction in past two-week binge use.
- ◆ 20% increase in perception of parental disapproval.
- ◆ 5% increase in perception of risk of harm of drinking.

PFS Coalition and a local evaluator conducted program evaluations examining both process and outcomes. Overall impact has been measured by short term (1 to 3 years) and long term (3 to 5 years) outcomes.

- ◆ Quantitative data— surveys for Stratford parents and from outside sources, e.g. RYASAP and Governor’s Prevention Partnership.
- ◆ Qualitative data— open-ended survey questions, interviews, meeting notes, and town hall conversations.

PFS COALITION ACCOMPLISHMENTS

Key accomplishments achieved:

- ◆ Conducted bi-annual compliance checks in the community.
- ◆ Provided TIPS training for on premise and off-premise permittees to ensure that local retailers and servers comply with the laws.
- ◆ Implemented an underage drinking prevention forum for all 9th graders and their parents.
- ◆ Collaborated with MADD, Stratford Public Schools and Stratford Police Department to implement presentations and school assemblies to provide education and skills to the community, parents and youth.
- ◆ Produced a five-part webisode series, "What's In Your Cup?", for parents and youth about the social and legal consequences of underage drinking.
- ◆ Engaged youth in the community with programs and projects, as well as attended events that influenced positive youth development, e.g. volunteering at fundraisers, four-day MADD Power Camp and an overnight retreat.
- ◆ Supported community service, youth leadership and positive adult and peer relationships through mini-grants.
- ◆ Recognized individuals (youth and adults), businesses, and organizations that are making a positive impact on the quality of life in Stratford.

Don't be FOOLED
by underage drinking
by underage drinking
Talk Early Talk Often

Movin' On Up

Are YOU
ready for middle
school?



CONCLUSION

PFS Coalition has significantly increased its capacity by strengthening relationships with other community organizations, as well as recruiting more members to increase and improve momentum within the coalition.

Overall, Stratford has been able to shift the trend of underage drinking rates in the community. Indicators, such as past 30-day use, perception of risk of harm and parental disapproval of use all strongly impact the substance abuse rates among youth.



NEXT STEPS

PFS Coalition activities will focus on increasing perception of harm and parental disapproval of underage drinking, which will continue the progress toward reducing youth alcohol use. Social marketing campaigns will also encourage parents to monitor their children's access to and consumption of alcohol at home. The Town of Stratford has submitted a Drug Free Communities grant application to sustain the work of the PFS Coalition.

Did you know?

72% of Stratford youth (in 7-12 grade) report they are not drinking alcohol.

Tips for Parents

- ✓ Talk early and often to your kids about how underage drinking is illegal & unacceptable.
- ✓ When they're out with friends, stay in touch with your kids by phone and text.
- ✓ Know your teen's friends and their friends' parents.
- ✓ Secure alcohol in your home so it isn't available to teens.
- ✓ Brainstorm with your teen about how to say "no" and who to contact if they need help out of a situation.