

TRUMBULL PARTNERSHIP AGAINST UNDERAGE DRINKING

2014 INFO BRIEF



The Trumbull Partnership Against Underage Drinking (TPAUD) is a coalition of school staff and administrators, parents, law enforcement, health professionals, community members, and youth dedicated to creating an environment where Trumbull youth will choose to remain alcohol and drug-free. TPAUD serves Trumbull, a suburban town of about 35,700 residents, where children and youth age 17 and under make up 26% of the population. The Trumbull Public Schools supports the town, offering six elementary schools, two middle schools, and one high school.

FUNDING

In 2010, TPAUD applied for and received \$300,000 over 4 years in Partnership For Success (PFS) grant funding from the Connecticut Department of Mental Health and Addiction Services (DMHAS).

RISK FACTORS & GOALS

After performing a community needs assessment, TPAUD determined that the following risk factors had the greatest impact in Trumbull:

- ◊ **Social Access**—youth reported that it was easy to obtain alcohol, most often from their home or a friend's.
- ◊ **Family Norms that Accept/Encourage Underage Drinking**— youth reported that parents were not delivering a clear message that drinking is risky and unacceptable.
- ◊ **Low Enforcement**— youth reported that liquor laws were not enforced, and they did not fear the legal consequences of drinking.

From these risk factors, TPAUD established its goals: to reduce youth access to alcohol; to educate and inform parents on the risks and consequences of underage drinking and prevention strategies they could use; and to support the enforcement of existing liquor laws.

EVALUATION

TPAUD has evaluated the effectiveness of its efforts through qualitative and quantitative methods including surveys and focus groups. With the support of the Trumbull Public Schools, TPAUD has collected extensive survey data from students in grades 7-12, as well as their parents. By comparing survey results from 2010 to 2013, TPAUD can benchmark our progress in changing both the attitudes and behaviors around underage drinking in Trumbull.

TPAUD'S DATA RESULTS

	2010	2013
Past 30-day alcohol use by HS students	40%	36%
Past 30-day binge drinking by HS students.	29%	20%
HS students who reported that if they wanted to get alcohol it would be easy to get.	76%	59%
HS students who agreed that it's ok to drink sometimes even if you are underage.	62%	41%
HS students who reported that their parents disapprove of underage drinking	62%	77%
Parents who agreed that drinking is an inevitable part of growing up.	70%	41%

Source: TPAUD Student and Parent Surveys, 2010 and 2013



TPAUD'S EFFORTS

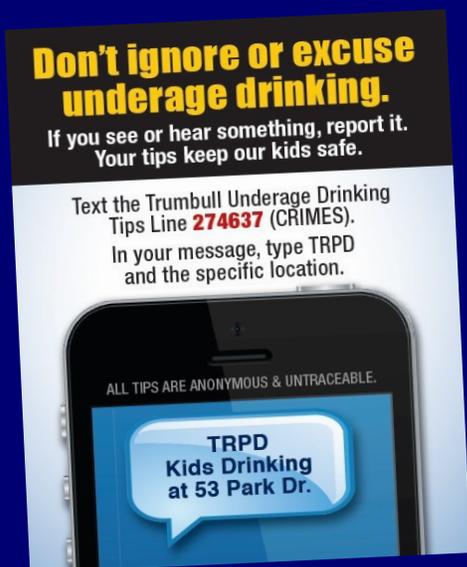


Access & Enforcement Efforts

- Anonymous TipsLine and ongoing publicity.
- Controlled Party Dispersal Training for TPD officers.
- Support enforcement activities at community events, sporting events, school vacations, Prom, and Graduation.
- TIPS Training and Fake ID training for merchants.
- Compliance checks for retailers.
- Media campaign about where kids get alcohol and the risks of serving kids.

Education & Outreach Efforts

- Keep a Clear Mind™ in 6th grade health curriculum to educate and build refusal skills.
- Parent e-blasts to 600+ parents.
- THS 9th Grade Underage Drinking Forum.
- Survival Guide for 8th Grade Parents program.
- Addiction education program for THS 11th and 12th graders.
- Support TPS programs that address bullying and mental health.
- Educational roadshows to parent and community groups.



Accomplishments

A significant reduction in the past 30-day use of alcohol and binge drinking by Trumbull youth since the start of TPAUD programming.

A significant decrease in the percentage of parents who view underage drinking as an inevitable part of growing up.

Over 3,000 6th graders have participated in "Keep a Clear Mind".

The THS 9th Grade Underage Drinking Forum has reached over 3,500 students and their parents.

Compliance checks of town merchants have been conducted in town for the first time in 8 years.

29 Trumbull Police officers who work the night shift have been trained in safe party dispersal techniques.

TPAUD has conducted over 50 Roadshow presentations to educate and inform the community.

NEXT STEPS:

Since 2006, TPAUD has strived to build a sustainable coalition of invested community partners. Many of TPAUD's educational efforts have been integrated into the schools' curricula, and through training and skill development, community capacity has been expanded. TPAUD members will continue to search for the resources needed to continue and sustain the progress that has been made through the PFS funding.

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