

STRATEGIC PLAN FOR PREVENTION OF UNDERAGE DRINKING: SUMMARY OF RESULTS 2010 – 2013

The West Hartford Substance Abuse Prevention Commission (WHSAPC) working in partnership with the Institute for Community Research (ICR) has utilized the Strategic Prevention Framework to address the priority problem of underage drinking in West Hartford, CT. The coalition is comprised of over 30 representatives of different sectors of the community including schools, parents, service providers, police departments, the Board of Education, faith-based organizations, businesses, health centers and the town council.

Goals and Objectives

- ✓ The primary **goal** of the WHSAPC/ICR Strategic Plan for preventing underage drinking is to reduce 30 day alcohol use by 2% from baseline (2009) to 2013.
- ✓ The Strategic Plan targets two key risk factors: **peer norms & perception of harm**.
- ✓ To achieve these outcomes the coalition chose a teen-driven research-based multifaceted **Prevention Campaign Strategy**.

West Hartford Demographics

- Population: 63,268 (23.3% under age 18)
- Median household income: \$81,588
- Two public high schools: Hall and Conard

Campaign Activities

2010 – 2011

- Youth research on underage drinking to develop a theatrical production. Performances held in community spaces and classrooms.

2011 – 2012

- Scripting & filming of “New Years Eve Party”, a video emphasizing social influence, perception of harm & negative consequences
- Piloting video for prevention outcomes in 7 classrooms (150 students) at Hall and Conard HS
- Town hall meeting planned by WHSAPC and ICR with 150 in attendance, to disseminate & discuss video with teens and parents
- Research, scripting and filming of “No Prescription for Dating” and “Epic Bail”, videos that show risks associated with poly-substance use

2012-2013

- Formation of Lead by Example (LBE), a teen-led research-based prevention campaign
- Youth developed LBE website, campaign messages & materials (such as t-shirts & wristbands)
- 2nd Town Hall meeting with a panel discussion, community resource expo, & youth-led components, highlighting underage drinking & prescription drug use (100 attendees)

Campaign Products

- Forum theater script with multiple endings
- “New Years Eve Party” video & curriculum
- Town Hall Meeting Guide based on two Town Hall Meetings.
- “No Prescription for Dating” & “Epic Bail”: teen-created videos based on research among peers
- Lead by Example t-shirts & wristbands (designed by youth)
- Youth-designed website: www.lbecampaign.org

West Hartford High School Survey Results:

Variable	2011	2013	Improved
30 day use of alcohol	30%	25%	✓
Social influence: Drinking with friends	28%	25%	✓
Belief that drinking alcohol increases fun	35%	31%	✓
Perception that having 5 or more drinks once or twice a week is a great risk	45.1%	41.3%	X



Long Term Outcomes:

Trends in 30 Day Alcohol Use (%)*

	Local	State	National
2009	31.2	43.5	28.4
2011	30.3	41.5	25.5
2013	25.0		24.3

Note: Trends were downward in all grades, especially 11th & 12th. West Hartford trends were declining at a faster rate than both the national and state declines.

*Sources:

West Hartford Drug and Alcohol Survey (local)
Youth Risk Behavior Surveillance System (State)
Monitoring the Future (National)
Note: 2013 CT data not released as of 3/29/2014

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