

INFO BRIEF

New Directions, Inc. Town of Windsor Locks

New Directions, Inc. and the Town of Windsor Locks partnered four years ago to address underage drinking and prescription drug misuse. Windsor Locks has a population of 12,466 in a six square mile area. There is one middle and one high school. Within a few years the poverty rate doubled from 4% to 8% which generally reduces a community's focus on underage drinking when basic needs are endangered. Working together as the Windsor Locks Wellness Coalition, we implemented data-driven strategies focusing on social access and law enforcement in to reduce underage drinking and prescription drug misuse targeting youth ages 11-18. The Wellness Coalition accomplished a great deal over the past 4 years surpassing our long term goals. Based on an independent survey, there is high recognition in the community of the You Are The Key logo and messages.



Wellness Coalition Long Term Goals:

1. Past 30 day use of alcohol will decline by 5%
2. Youth perception of parental disapproval will increase by 5%
3. Past 30 day use of prescription drug misuse will decline by 5%



Increased Law Enforcement within the Community

The Wellness Coalition funded the police to perform targeted roving/party patrols and complete retail compliance checks beginning in January 2011.

- ✓ The number of alcohol/drug related enforcement increased by 63% from 2010-2013
- ✓ Retail compliance checks for alcohol sales to minors increased in no sales to minors by 17%

Created Media Campaign for Community Addressing Social Access

The Wellness Coalition funded the "You are the key! Keep Kids Alcohol & Drug Free" Campaign

- 1) **Lock it up** - monitor any alcohol or medications you have in your home
- 2) **Talk it up** - talk to your kids about alcohol and drugs
- 3) **Set the Rules** - tell them your rules and consequences, Be Clear, Be Firm, Be consistent!

<u>Wellness Coalition Outcomes</u>	Baseline 2010	Results in 2014	Improved Outcomes	% Change
Past 30 day use of Alcohol	32.7%	17%	Decreased ✓	- 48 %
Perceived Parent Disapproval of Alcohol	79.3%	84.4%	Increased ✓	+ 6.4 %
Past 30 day misuse of Prescription Drugs	8.1%	4.3%	Decreased ✓	- 46.9 %

Source: ERASE Student Survey 2010, 2014 (grades 9-12)*

*Complete student survey results will be available July 2014 at www.newdirectionsct.org/WLWC

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