

2017-2018 Alcohol Prevention Strategies – Prevention initiatives that can be carried out in our community

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ENVIRONMENTAL STRATEGIES & MODEL POLICIES		www.kyprevention.com/projects
1	Alcohol Advertising Restrictions for Minors Local Ordinances and/or Counter Advertising Media Literacy/Advocacy Campaigns	www.kyprevention.com/research/alcohol-marketing-and-youth/
2	Alcohol Outlet Density – Zoning Ordinances, Hours of Sale Regulations & GIS Mapping	www.kyprevention.com/research/outlet-density/
3	Alcohol Retailer Recognition for Not Selling to Minors - map out locations of local alcohol outlets who refused to sell in KY ABC/ local law enforcement compliance checks, and recognize "bright spot" stores who refused to sell	
	College AIM (Alcohol Intervention Matrix) by NIAAA - Nearly 60 individual and environmental interventions to address underage and high risk alcohol use on college campuses	www.collegedrinkingprevention.gov/collegeaim/
4	Conduct Alcohol Purchase Surveys and Alcohol Retailer Compliance Checks	www.kyprevention.com/projects/enforcement/compliance-checks/
5	Environmental Scans	www.kyprevention.com/projects/alcopops/ or http://dovery2y.org/what-we-do/community-awareness-activities/spencers-gifts/
6	High Visibility Alcohol Enforcement – Sobriety/ Safety Checkpoints	www.madd.org/the-solution/drunk-driving/support-our-heroes/
7	Keg Registration Ordinances	www.kyprevention.com/projects/keg-registration/
8	Law Enforcement Recognition and Roll Call Briefing Events	www.kyprevention.com/projects/enforcement/law-enforcement-recognition/
9	RBS Ordinances – some STAR and/or Online specific	www.kyprevention.com/projects/rbs/
10	School Alcohol/Drug Free Policies - Collaborate with school administrators to review school policies including student athlete policies regarding underage drinking and strengthening when necessary	
11	Social Host Ordinances	www.kyprevention.com/projects/social-host/
12	Sticker Shock & Window Clings Projects	www.kyprevention.com/projects/sticker-shock/
13	Underage Drinking Prevention Toolkit for Law Enforcement	www.kyprevention.com/projects/enforcement/uad-prevention-tool-kit/
SOCIAL NORMS & COUNTER ADVERTISING CAMPAIGNS		
14	Be The Wall Campaign - a campaign encouraging parents to sign a bridge wall pledging to never host a party with alcohol for teens. Parents given tips to brush up on their chaperone skills and "Be The Wall"	http://www.bethewall.org/#/HOME/
	Chalk It Up - youth place underage drinking prevention and positive social norms messages on local sidewalks (with permission) using chalk with media outreach	
15	Coaches Initiative (Fayette & Robertson Co.)/ Get in the Game Campaign (Madison Co.)	www.kyprevention.com/projects/coaches/
16	Family Dinners – The Meals and Memories Project	http://www.kyprevention.com/projects/eating-together/
17	Gear Exchange Project - opportunity for community members to turn in any clothing, athletic gear, or other gear that promotes alcohol products (Dover New Hampshire Youth 2 Youth)	http://dovery2y.org/what-we-do/community-awareness-activities/gear-exchange/
18	Local Text-A-Tip lines for law enforcement (Kenton County)	
19	Parent Weekly Letter to the Editor Campaign (Carter County)	
20	Special Events/ Prom –PWHLM parent pledges to demonstrate parents don't find UAD acceptable, community parent surveys (McLean & Fayette Counties)	www.drugfreeactionalliance.org/parents-who-host

ALTERNATIVE & COMMUNITY-BASED STRATEGIES/ PARENTING TIPS		www.kyprevention.com/research
21	Alcopops Presentations to Adults - "Parents can't stop what they don't know"	www.kyprevention.com/projects/alcopops/
22	Alternative Activities (Ghost Outs, Mock Crash Exhibits, Project Prom/Project Graduation, Drug/Alcohol Free Dances) are <u>not</u> effective in reducing underage drinking in the general population, but can be effective when targeted to high-risk populations	
23	Establish a local Law Enforcement Task Force to reduce underage drinking	www.kyprevention.com/projects/enforcement/bluegrass/
24	Establish a youth coalition to reduce underage drinking	
25	EverFi's AlcoholEdu for Parents (This online program is also available for high school & college students)	http://everfi.com/alcoholeducforparents/
26	MADD's Power of Parents Program; Red Ribbon Week Toolkits for Educators, Teens, School Resource Officers and Parents; and Power of Youth Program	www.madd.org/the-solution/teen-drinking-prevention/
27	Safe Party Dispersal Training for Local Law Enforcement	
28	SAMHSA's Scienced-based Mobile App: <i>Alcohol's Effect on the Brain - AlcoholFx</i> increases students' knowledge of alcohol negative consequences before they reach the average age of use. The app content is for students, educators and parents.	www.toosmarttostart.samhsa.gov/educators/alcoholfx.aspx
29	Signs and symptoms of underage drinking parents can look for	www.kyprevention.com/research/parents/
30	Underage Drinking Prevention for Parents of College Bound Youth	www.kyprevention.com/research/higher-education/parents-college-youth/
31	Youth Alcohol Awareness Classroom Activities - activities and games designed for use in one-time event presentations for youth (Myths & Facts, Balloon Game, Wade & Friends Talk About Alcohol Story Activity Book). These activities are designed to suppliment a comprehensive prevention program, and are not effective prevention strategies when used alone.	http://www.kyprevention.com/projects/classroom/
NATIONAL ALCOHOL AWARENESS CAMPAIGNS		www.kyprevention.com/projects/news/events
32	January 22-28, 2018 – National Drug and Alcohol Facts Week	http://teens.drugabuse.gov/national-drug-alcohol-facts-week/
33	April 2018 - NCADD's April as Alcohol Awareness Month	www.ncadd.org/aam
34	April 21, 2018 - MADD's Power Talk 21 Day	www.madd.org
35	May 13-19, 2018 - SAMHSA's National Prevention Week	www.samhsa.gov/prevention-week
36	July 17, 2018 – 34th Anniversary of 21 (the U.S. Minimum Drinking Age Law since 1984)	www.kyprevention.com/research/21-law/
37	August 6-12, 2018 – KY Responsible Gambling Education Week	www.kycpg.org
38	September 2018 – SAMHSA's 26th Annual National Recovery Month	www.recoverymonth.gov
39	September 9, 2018 – FASD Prevention Awareness Day	www.kyfasd.org
40	September 28, 2018 - CADCA & CASAColumbia National Family Day Initiative – Parents: Make a Difference and Celebrate Family Day	www.cadca.org/resources/parents-make-difference-and-celebrate-family-day-sept-28th
41	October 2018 – National Substance Abuse Prevention Month	www.whitehouse.gov/ondcp
42	October 14-20, 2018 – National Collegiate Alcohol Awareness Month (NCAAW)	www.kyprevention.com/research/higher-education/
43	October 23-31, 2018 – National Red Ribbon Week	http://redribbon.org
44	December 2018 (December 2017) – National Drunk and Drugged Driving Awareness Month	www.kyprevention.com/research/dui
45	December 2018 (December 2017) – MADD's National Impaired Driving Awareness Month	www.madd.org
46	December 16-22, 2018 (December 17-23, 2017) – National Drunk and Drugged Driving Awareness Week (3rd week of December)	www.kyprevention.com/research/dui
SAMHSA'S NATIONAL REGISTRY OF EVIDENCED-BASED PROGRAMS & PRACTICES (NREPP)		https://www.samhsa.gov/nrepp