Prevention Work Plan

Assessment Summary:
Data collection and analyses reveal that alcohol use is the priority substance abuse issue in X community. Findings include:
- 42% of high school youth reported current alcohol use (30 day).
- Less than 25% of high school youth report perceiving underage drinking to be harmful.
- One-third of alcohol retailers sell alcohol to youth under age 21.

Problem Statement: 40% of alcohol-related car crashes in community X involve a driver under age 21.

Goal: Decrease 30-day alcohol use among youth under age 21.

Long-Term Impact/Outcome: By June 30, 2015, 30-day alcohol use among youth under age 21 will decrease by 15% to an overall rate of 27%.

Long-Term Outcome Indicators:
- By June 30, 2013, 30-day alcohol use among youth under 21 will decrease by 5% to a rate of 37%.
- By June 30, 2014, 30-day alcohol use among youth under 21 will decrease by 10% to a rate of 32%.

Objective 1: Decrease retail access to alcohol for youth under age 21.

Intermediate Outcome: By June 30, 2014 the non-compliance rate of retail alcohol outlets that sell alcohol to youth under 21 will decrease to 5%.

Intermediate Outcome Indicators:
- By June 30, 2012 the non-compliance rate of retail alcohol sales to youth will decrease to 15%.
- By June 30, 2013 the non-compliance rate of retail alcohol sales to youth will decrease to 10%.

Strategy 1: Enforce laws prohibiting alcohol sales to youth under 21.

Key Tasks | Timeline | Responsible | Process Measures | Outputs | Immediate Outcomes
--- | --- | --- | --- | --- | ---
Secure agreement with local law enforcement |  |  | Percent of agreements secured per established timeline | Number of agencies under agreement | By [month/year] there will be an [%] increase in the knowledge and abilities of retail alcohol employees to refuse to sell alcohol to underage youth.
Recruit youth inspectors |  |  | Percent of needed youth recruited per established timeline | Number of youth recruited |  
Train youth inspectors |  |  | Percent of youth trained per established timeline | Number of youth trained |  
Develop inspection schedule |  |  | Percent of schedule completed per established timeline | Schedule and list of outlets; inspection assignments |  
Conduct compliance checks |  |  | Percent of checks completed per established timeline | Compliance check records and data |  
Produce media outputs |  |  | Percent of earned media outputs | List of new stories |  

Strategy 2: Conduct RBSS training for alcohol retailer clerks and managers.

Key Tasks | Timeline | Responsible | Process Measures | Outputs | Immediate Outcomes
--- | --- | --- | --- | --- | ---
Identify priority outlets |  |  | Progress in identifying outlets per established timeline | List of prioritized outlets | By [month/year] there will be an [%] increase in the knowledge and abilities of alcohol servers to refuse to serve alcohol to underage youth.
Train RBSS trainers |  |  | Percent of trainers trained | Number of trainers trained |  
Schedule RBSS trainings |  |  | Percent of training sites and dates scheduled per established timeline | Schedule of trainings |  

CONSEQUENCE

CONSUMPTION/USE

INTERMEDIATE VARIABLE

STRATEGIES

<table>
<thead>
<tr>
<th>Consequence</th>
<th>Consumption/Use</th>
<th>Intermediate Variable</th>
<th>Strategies</th>
</tr>
</thead>
</table>
| Alcohol-related car crashes | Underage drinking | Easy retail access to alcohol for youth | Enforce laws prohibiting alcohol sales to youth under 21
Conduct RBSS training |
<table>
<thead>
<tr>
<th>Conduct RBSS trainings</th>
<th>Percent of trainings completed per established timeline</th>
<th>Number of trainings held; number of individuals trained</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secure recurring RBSS training agreements/policies</td>
<td>Percent of RBSS policies/agreements per established timeline</td>
<td>Number and list of agreements/policies</td>
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