



## DEPARTMENT OF HEALTH

### ADAP Strategy/Activity Planning Tool

STRATEGY	LOCAL POLICY ENHANCEMENTS TO PREVENT UNDERAGE DRINKING
Goal	Reduce underage and binge drinking among persons aged 12 to 20
Evidence based?	Yes
IOM Category	Universal Indirect
CSAP Strategy type	Environmental

<p><b>KEY ACTIVITIES:</b>  <i>Description of key activities (fidelity steps) that will be completed to fully implement the strategy</i></p>
<p>1. Have all staff and community partners involved in policy work review CADCA’s Strategizer 31 Guidelines for Advocacy: Changing Policies and Laws to Create Safer Environments for Youth to understand what activities are and are not considered lobbying. See link to Strategizer 31 below.</p>
<p>2. Learn how local policies are adopted and implemented in your area by contacting multiple sources of information including municipal governing offices, town and regional planning department, local law enforcement etc.</p>
<p>3. Take an inventory of current ordinances, language in town and regional plans and policies that already exist specific to restrictions on alcohol sales, service and consumption.</p>
<p>4. Take an inventory of when town and regional plans expire and are due for revision.</p>
<p>5. Based on readiness and community public health interests, identify specific policy solution(s) on which to focus. Community readiness and interests can be assessed using focus groups, interviews with community members and/or community surveys. Policy solutions could be regulatory policy such as restricting alcohol outlet density and/or non-regulatory policy such as prohibiting alcohol use/service at college campus events or establishing substance-free residence halls.</p>
<p>6. Establish a relationship with local leaders and key stakeholders by:</p> <ul style="list-style-type: none"> <li>a. Sending a letter of introduction outlining the coalitions’ services including education on effective policy solutions</li> <li>b. Interviewing partners and key leaders to understand their approach to substance abuse and history of efforts, including regional planners.</li> </ul>
<p>7. Assess resources (human, data, financial, technical assistance) needed for policy solutions.</p>
<p>8. Identify and contact key community partners to collaborate on advocating for public health policy solutions.</p>
<p>9. Conduct policy analysis and develop written summary of analysis for public dissemination to include:</p> <ul style="list-style-type: none"> <li>a. The problem to be addressed</li> <li>b. The policy solutions</li> <li>c. Any applicable model policies</li> <li>d. What the policy will do (its positive impact)</li> <li>e. Who will benefit from the policy</li> </ul>



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f. Alternatives and their impact.

Note: Materials for dissemination cannot include any type of “call to action”, such as urging elected officials to vote a certain way on a specific policy. See CADCA Strategizer 31 for guidelines on what can and cannot be included in grassroots policy advocacy communications.

10. Meet with elected and other public officials to provide information or technical assistance concerning evidence of program or policy effectiveness.

11. Broadly share balanced, objective information across large groups of interested parties (e.g. parents, private sector, other non-governmental organizations, state/local policy makers, general public) to highlight evidence-based policy approaches to improve public health. Include examples of best practice and success stories from other municipalities when possible.

12. Develop press release highlighting the issue and possible policy solutions (based on analysis and balanced summary described above). Send press release to local media including print (newspaper) and electronic (television, radio, etc...).

13. Identify approach for tracking progress of policy change.

Additional indicators to be reported to ADAP:

- a. During the past quarter, did you attend any public meetings or hearings (e.g. Select board, planning commission), or meetings with other policy-makers to provide information and/or technical assistance on policy strategies to reduce underage drinking? Yes/No
- b. [if yes to a] Please indicate the number of meetings attended with each type of decision-making body/policy makers.  
Selectboard/City or Town Council  
Regional planning commission  
Town planning commission/zoning board  
Other (please describe)
- c. [if yes to a] Which types of policy approaches were discussed with the decision-making body(ies) /policy makers?  
Restrict alcohol outlet density/location/hours of operation  
Restrict alcohol in public places and/or at community events  
Restrict advertising/promotion  
Language in regional or town plans establishing principals related to alcohol outlets, consumption on public property, etc.  
Social host liability enhancements  
Policies on college campuses or at schools  
Other (please describe)
- d. During the past quarter, did any type of policy get approved?  
[if yes to d] Please describe the specific policy(ies) that was approved, including which communities are impacted by the policy. Also please email the policy language as approved to the Regional Prevention Partnerships Program Manager.



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What is the progress of the implementation?  
What mechanisms are in place for enforcement of the policy?

Some examples of policy options can be found here:

[NIAAA College AIM \(Alcohol Intervention Matrix\):  
https://www.collegedrinkprevention.gov/CollegeAIM/EnvironmentalStrategies/default.aspx](https://www.collegedrinkprevention.gov/CollegeAIM/EnvironmentalStrategies/default.aspx)

Policies to Reduce Youth Access to Alcohol, Alcohol Epidemiology Program, University of Minnesota, Traci L. Toomey, Ph.D. <http://www.aep.umn.edu/wp-content/uploads/2012/04/Social-Access-Policies.pdf>

Vermont Municipal Regulation of Alcohol and Tobacco and Alcohol and Tobacco Advertising, Vermont League of Cities and Towns: <http://healthandlearning.org/wp-content/uploads/2017/03/VLCT-CCRPC-Study-11-21-FINAL.pdf>

Sources:

Assessing the Fidelity of Implementation of the Strategic Prevention Framework in SPF SIG-funded Communities: Users Guide and Fidelity Assessment Rubrics, produced by a national workgroup of SPF SIG project directors, evaluators, and the cross-site evaluation team

CADCA Strategizer 31 - Guidelines for Advocacy: Changing Policies and Laws to Create Safer Environments for Youth: <http://www.cadca.org/sites/default/files/resource/files/strat31.pdf>

[The Coalition Impact: Environmental Prevention Strategies  
https://www.cadca.org/sites/default/files/resource/files/environmentalstrategies.pdf](https://www.cadca.org/sites/default/files/resource/files/environmentalstrategies.pdf)