

2010 STRATEGIC PREVENTION FRAMEWORK AND NEW DIRECTIONS GRANTEE ACTIVITIES

Prevention efforts are most effective when multiple strategies are employed. The Strategic Prevention Framework (SPF) State Incentive Grantees (SIG) and New Directions Grantees are implementing a variety of evidence-based interventions based on their local needs assessment. These are summarized in the grid that follows. In addition, all of these community coalitions are working to build relationships, opportunities for community involvement and the community's understanding of substance abuse issues. They provide training to youth and adult volunteers, education and information. They also form cooperative and collaborative relationships with community partners to increase productivity, avoid duplication of prevention efforts, and promote healthy lifestyles and activities.

| Organization | Priorities | County | Strategies |
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| Addison County Alcohol and Drug Abuse Coalition PO Box 881 Middlebury, VT 05753 | - Underage Drinking - High Risk Drinking | Addison | - Media Campaigns - Sticker Shock - Support and Collaborate with Law Enforcement as they conduct Sobriety Checkpoints - Support Dept. of Liquor Control as they conduct Responsible Beverage Server Training |
| *Addison Northwest Supervisory Union Prevention Council Vergennes HS 50 Monkton Rd. Vergennes, VT 05491 | Risk Factor: Early onset of use | Addison | - Alcohol Education Program |
| Boys & Girls Club PO Box 356 Vergennes, VT 05491 | - Underage Drinking - High Risk Drinking | Addison | - Media Campaign - Social Marketing Campaign on Providing Alcohol to Minors (Year 2) - Party Patrols - Social Marketing at Job Corps (Year 2) - Support and Collaborate with Dept. of Liquor Control as they conduct Compliance Checks - Support and Collaborate with Law Enforcement as they conduct DUI Check Points - Policy Change and development |
| Brattleboro Area Prevention Coalition PO Box 6008 Brattleboro, VT 05301 | - Underage Drinking - Marijuana Use | Windham | - Media Campaigns - Social Norms Campaign - Parent Education Programs - Support and Collaborate with Dept. of Liquor Control as they - Diversion/TASP Policy Review - ATOD Curriculum - Work Place Campaign - Social Host Liability - Restrict/Limit Liquor Outlet Density/Location |
| Burlington Partnership for a Healthy Community PO Box 1353 Burlington, VT 05402 | - Underage Drinking - High Risk Drinking | Chittenden | - Support Dept. of Liquor Control as they conduct Responsible Beverage Server Training - Support and Collaborate with Dept. of Liquor Control as they conduct Compliance Checks - Party Patrols |

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| | | | <ul style="list-style-type: none"> - Social Norms Campaign targeted at University of Vermont students - Social Norms Campaign targeted at Champlain College Students - Media Campaign |
| <p>*Cabot Coalition PO Box 245 Cabot, VT 05647</p> | <p>Risk Factor: Early onset of use</p> | Washington | <ul style="list-style-type: none"> - Project Northland - Keep A Clear Mind |
| <p>Chittenden East Community Partnership Camels Hump Middle School St. Richmond, VT 05477</p> | <ul style="list-style-type: none"> - Underage Drinking - High Risk Drinking | Chittenden | <ul style="list-style-type: none"> - Party Patrols - Social Marketing Campaigns - Social Norms Campaign - Class Action HS Curriculum |
| <p>Community Connections 58 Barre St., Rm 309 Montpelier, VT 05602</p> | <ul style="list-style-type: none"> - Underage Drinking - High Risk Drinking | Washington | <ul style="list-style-type: none"> - Nurturing Parent Program - Social Marketing - Media Campaign - Party Patrols - Support and Collaborate with Law Enforcement as they conduct Sobriety Checkpoints - Changing Public Policy |
| <p>Connecting Youth in Chittenden South 5240 Shelburne Rd. #300 Shelburne, VT 05482</p> | <ul style="list-style-type: none"> - Underage Drinking - High Risk Drinking | Chittenden | <ul style="list-style-type: none"> - Party Patrols - Social Norms Campaign - Class Action HS Curriculum - Social Marketing Campaign |
| <p>Deerfield Valley Community Partnership PO Box 1688 Wilmington, VT 05363</p> | <ul style="list-style-type: none"> - Underage Drinking - High Risk Drinking | Windham | <ul style="list-style-type: none"> - Media Campaigns - Michigan Model - Project Northland - Policy Changes - Collaborating with Diversion/TASP - Social Norms Campaign - Social Host Liability Ordinance - Sticker Shock |
| <p>*Essex CHIPS 2 Lincoln St. Essex Junction, VT 05452</p> | <p>Risk Factor: Parents use drugs, involve youth in their use, or tolerate use by youth</p> | Chittenden | <ul style="list-style-type: none"> - Guiding Good Choices - Head On |
| <p>Franklin County Caring Communities, Grand Isle County Clean Team 1029 W. Shore Rd. Isle La Motte, VT 05463</p> | <ul style="list-style-type: none"> - Underage Drinking - High Risk Drinking | Grand Isle & Franklin | <ul style="list-style-type: none"> - Support and Collaborate with Law Enforcement as they Enforce Impaired Driving Laws - Support and Collaborate with Law Enforcement as they conduct Sobriety Checkpoints - Community Public Policy - Social Marketing - School Curriculum - Staying Connected With Your Teen - Communities Mobilizing for a Change on Alcohol |
| <p>Greater Falls Prevention Coalition 12 Church St. Unit 2 Bellows Falls, VT 05101</p> | <ul style="list-style-type: none"> - Underage Drinking - High Risk Drinking | Windsor | <ul style="list-style-type: none"> - Social Marketing - ATOD Curriculum in HS - Parent Education - Policy Change and Development - Support law enforcement of underage drinking laws |

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| Hardwick Area Community Coalition PO Box 447 Hardwick, VT 05843 | - Underage Drinking - High Risk Drinking | Caledonia | - Social Marketing Campaign targeted to underage drinkers - Social Marketing campaign for young adults |
| Harford Prevention Coalition 171 Bridge St. Rm 208 White River Junction, VT 05001 | - Underage Drinking - High Risk Drinking | Windsor | - Social Norms Campaign - ATOD Classroom Curriculum - Media Campaign - Get to Know Legislators/Policy Development - Social Host Liability - Mass Media Campaign |
| Lamoille Substance Abuse Prevention Coalition PO Box 51 Cambridge, VT 05444 | - Underage Drinking - High Risk Drinking | Lamoille | - Social Marketing Campaign targeted at parents - Social Marketing Campaign for young adults at Johnson State College |
| *Milton Community Youth Coalition, Inc. PO Box 543 Milton, VT 05468 | Risk Factor: Early onset of use | Chittenden | - Social Marketing Campaign |
| *New Directions for Barre 260 N. Main St. Barre, VT 05641 | Risk Factor: Early onset of use | Washington | - Project Alert |
| Orleans Northern Essex Wide Open Futures Coalition PO Box 346 Newport, VT 05855 | - Underage Drinking - High Risk Drinking | Orleans | - Media Campaign targeting parents - Work Place program - Media campaign targeted at counter advertising - Support and collaborate with Dept. of Liquor Control as they implement Server/seller training and recognition - Parent Education: Guiding Good Choices |
| *Ottauquechee Community Partnership 32 Pleasant St. Woodstock, VT 05091 | Risk Factor: Early onset of use | Windsor | - Guiding Good Choices |
| Prevention Partnership of Braintree, Brookfield, & Randolph PO Box 312 Randolph, VT 05060 | - Underage Drinking - Marijuana Use | Orange | - Communities Mobilizing for Change on Alcohol including policy change for diversion, social host liability and social access - Media Campaign utilizing Challenging College Alcohol Abuse - Drug free work place program |
| Quintown Prevention Partnership Inc. PO Box 176 Rochester, VT 05767 | - Underage Drinking - High Risk Drinking | Windsor | - Communities Mobilizing for Change on Alcohol including policy change for social access |
| Rural Partnerships PO Box 130 Richford, VT 05476 | - Underage Drinking - High Risk Drinking | Franklin | - Support and Collaborate with Law Enforcement as they t Increase Enforcement of Impaired Driving Laws - Support and Collaborate with Law Enforcement as they conduct Sobriety Checkpoints - Community Public Policy - Social Marketing - Communities Mobilizing for a Change on Alcohol - School Curriculum - Staying Connected With Your Teen |

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| Rutland Community Programs, Inc. 78 S. Main St. Rutland, VT 05701 | - Underage Drinking - Marijuana | Rutland | - Social Marketing - Media Campaign - Guiding Good Choices |
| Southshire Substance Abuse Coalition PO Box 588 Bennington, VT 05201 | - Underage Drinking - High Risk Drinking | Bennington | - Social Host Liability: Parents Who Host - Sticker Shock - Social Norms Campaign |
| Springfield Prevention Coalition 56 Main St. Suite 208 Springfield, VT 05156 | - Underage Drinking - High Risk Drinking | Windsor | - Media Campaign - Sticker Shock - Social Marketing - Media Literacy |
| The Collaborative PO Box 32 S. Londonderry, VT 05155 | - Underage Drinking - High Risk Drinking | Windham | - Media Campaign - Social Norms Campaign - Sticker Shock - Land Use Ordinance on Alcohol in Public Places - Legislator Education - Social Marketing Campaign |
| Together Works! 1222 Main St. Suite 202B St. Johnsbury, VT 05819 | - Underage Drinking - Marijuana Use | Caledonia | - Media Campaign: Parents Who Host Lose the Most - Sticker Shock - Media Campaign at Lyndon State College - Media Campaign at work place |
| Windsor Area Community Partnership 289 County Rd. Windsor, VT 05089 | - Underage Drinking - High Risk Drinking | Windsor | - Sticker Shock - Social Marketing targeted at parents - Social Marketing targeted at young adults - Social Norms Campaign |

*New Directions Coalition.

AOD – alcohol and other drugs.

Alcohol Education Programming is an online, interactive, alcohol education and prevention course designed to increase alcohol-related knowledge, discourage acceptance of underage drinking, and prevent or decrease alcohol use and its related negative consequences.

Challenging College Alcohol Abuse (CCAA) is a social norms and environmental management program aimed at reducing high-risk drinking and related negative consequences among college students (18 to 24 years old).

Class Action Program - Class Action is the second phase of the Project Northland alcohol-use prevention curriculum series. Class Action (for grades 11-12) and Project Northland (for grades 6-8) are designed to delay the onset of alcohol use, reduce use among youths who have already tried alcohol, and limit the number of alcohol-related problems experienced by young drinkers.

Communities Mobilizing for Change on Alcohol - Communities Mobilizing for Change on Alcohol (CMCA) is a community-organizing program designed to reduce teens' (13 to 20 years of age) access to alcohol by changing community policies and practices. CMCA seeks both to limit youths' access to alcohol and to communicate a clear message to the community that underage drinking is inappropriate and unacceptable.

Community Public Policy efforts might include review of current policies or ordinances relevant to public AOD use, institution of new policies relevant to public AOD use, and enhanced enforcement of such policies.

Community Trials Intervention to Reduce High-Risk Drinking is a multi-component, community-based program developed to alter alcohol use patterns of people of all ages. The program targets interventions to; alcohol access, responsible beverage service, risk of drinking and driving, underage alcohol access and community mobilization.

Compliance Checks – an enforcement operation where an undercover, underage buyer works with law enforcement to test the compliance of an alcohol retailer with local and state laws.

Drug-Free Workplace Program – efforts aimed at providing evidence-based information, resources and tools for producing and maintaining drug-free workplace policies and programs.

DUI/Sobriety Checkpoints – targeted and regular law enforcement efforts aimed at preventing drinking and driving and arresting those caught drinking and driving.

Guiding Good Choices - is a drug use prevention program that provides parents of children in grades 4 through 8 (9 to 14 years old) with the knowledge and skills needed to guide their children through early adolescence.

Head On is a self-guided program, for middle school aged adolescents, designed to deliver drug abuse prevention science via computer-based educational technologies that promote learning of key skills and information.

Keep A Clear Mind (KACM) is a take-home drug education program for elementary school students in grades 4-6 (ages 9-11) and their parents. KACM is designed to help children develop specific skills to refuse and avoid use of "gateway" drugs.

Land Use Ordinance on Alcohol – implementing restrictions regarding the use of alcohol.

Media Campaign - Any promotion activity that uses the media (including print, television, radio, or the internet) to communicate a message.

Michigan Model for Comprehensive School Health Education promotes comprehensive school health. The curriculum facilitates skills-based learning through lessons that include a variety of teaching and learning techniques, skill development and practice, and building positive lifestyle behaviors in students and families.

Nurturing Parent Programs are family-centered initiatives designed to build nurturing parenting skills as an alternative to abusive and neglecting parenting and child-rearing practices.

Parent Education Programs – provide training or information to parents or caregivers in using appropriate parenting strategies, reinforcing what the children are learning about drugs in school, fostering opportunities for family discussions, and developing clear family policies about drug use.

Party Patrols are enhanced enforcement efforts to prevent planned underage drinking parties and to disperse underage drinking parties that are in process.

Project Alert is a school-based prevention program for middle school students that focuses on alcohol, tobacco, and marijuana use.

Project Northland - is a multilevel intervention involving students (6-8th graders), peers, parents, and community in programs designed to delay the age at which adolescents begin drinking, reduce alcohol use among those already drinking, and limit the number of alcohol-related problems among young drinkers.

Responsible Beverage Server Training – a program to train merchants and their staff on strategies to prevent illegal sale of alcohol to underage and intoxicated patrons.

School Policy – review of current AOD policies, possible institution of new AOD policies, and enhanced enforcement of policies.

Social Host Liability/Parents Who Host Lose the Most efforts aim to educate parents about the health and safety risks of serving alcohol at teen house parties and to increase awareness of and compliance with underage drinking laws.

Social Marketing – is the application of marketing strategies developed in the commercial sector to solve social problems where the bottom line is behavior change.

Social Norms approach – the social norms approach uses a variety of methods to correct negative misperceptions, usually overestimations of use and to identify, model, and promote the healthy, protective behaviors that are the actual norm in a given population.

Staying Connected with Your Teen is an evidence-based curriculum of video and workshop-based modules that get parents and teens working together to enhance communication and family management practices and decrease conflict.

Sticker Shock Program is a strategy to engage young people to go to participating grocery stores and other retailers and affix brightly colored stickers to packages of beer, wine coolers and other alcoholic beverages, that make a statement about the consequences of purchasing alcohol for underage youth.

Teen Alcohol Safety Program (TASP)/Diversion – working with court diversion to increase the consistency and effectiveness of the TASP. TASP is an educational program on the risks of underage drinking.

Workplace Campaign – aimed at encouraging a substance free environment and life. May include providing Drug Free Workplace Kits and other educational materials

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