

<p>Problem Statement: UNDERAGE DRINKING CONTRIBUTES TO DELINQUENCY, CRIME, AND VIOLENCE AMONG YOUTH 10-18</p> <p>Miami-Dade County is experiencing increasing levels of violence among youth 10 to 18 years of age, with a disproportionate distribution of the crime and violence in identifiable geographic areas, including communities represented in the SARG collaboration. In 2007 there were a total of 2,801 adjudicated alcohol related crimes among youth ages 10 to 18, with an average of 3.7 crimes per youth. Fifty-four percent (54%) of the offenses were felonies and 46% were misdemeanors (according to Florida DJJ PACT data). A corresponding concern is the prevalence of underage drinking reported among 6th to 12th graders in Miami-Dade County. In the FYSAS 2006, 33% of the surveyed youth reported use of alcohol during the past 30 days. The NSDHU 2004 report for Miami-Dade County indicates that 70,600 (22%) of youth in the 12 to 20 year old age were current alcohol users, and 57% of those, or 40,162, participated in binge drinking in the past 2 weeks (this data indicates 13% of Miami-Dade’s 12-20 year old youth population are binge drinkers).</p>		
<p>Goal 1: Reduce alcohol sales to minors to impact underage drinking related to criminal incidents in Miami-Dade County</p>		<p>Long Term Outcome 1: By 2010, establish a common set of policies and practices that promote norms to reduce alcohol sales to minors</p>
<p>Objectives</p>	<p>Short term Outcomes (changes in local contributing factor 3 to 12 months)</p>	<p>Intermediate Outcomes (change in intervening variable/risk factor) 12 to 18 months</p>
<p>1. Increase vendor compliance related to alcohol sales to purchasers under age 21 in two target communities in Miami-Dade</p>	<p>Enforcement 160 compliance checks including 80 initial checks and 80 follow up checks for compliance comparison in two target SARG communities [Miami Gardens/Opa-locka and Homestead/ Florida city]</p> <p>Measure: 160 compliance checks, 80 pre and 80 successful post, for the 2008-2009 year</p>	<p>Enforcement 85% of the vendors checked will comply with underage sales laws during the second check</p> <p>Measure: Compliance checks conducted and statistical improvements tracked.</p>
<p>2. Increase inspection of identification by retail vendors prior to sale of beverages containing alcohol.</p>	<p>Availability / Retail 100% of 62 vendors in Coalition target communities with high incidents of youth crime who are checked for compliance will attend alcohol vendor training after the first check</p>	<p>Availability / Retail Compliance by trained vendors on the second check</p>

	<p>Measure: Number of vendors attending training</p>	<p>Measure: Compliance rates of trained vs. non trained vendors</p>
<p>3. Implementation of a media/social marketing and education strategy about the personal and social consequences of underage drinking</p>	<p>Social Norms Increased awareness and understanding about the effects of underage drinking on the part of parents and the general public, law enforcement, service providers and SARG Coalition members, through community events, radio and television spots, dissemination of written literature and educational events and venues</p> <p>Measures: SARG Coalitions implement the underage drinking strategies in their communities. Strategies implemented in 2008-2009 year will be documented in a report including:</p> <p># of radio, TV spots, printed articles</p> <p># of education/speaking engagements, events conducted</p>	<p>Social Norms By 2010, improved social norms about under age drinking and related consequences demonstrated by the adoption of the underage drinking prevention message by an established institution/sponsor</p> <p>Measure: Increased media time and coverage</p>
<p>Problem Statement: A LIMITED CAPACITY TO BUILD, IMPLEMENT, AND SUSTAIN STRATEGIES THAT IMPACT UNDERAGE DRINKING</p> <p>The prevalence of underage drinking has proven to be difficult to change due to lack of education and awareness among different factions of the community due to no consistently delivered and integrated community education strategy regarding alcohol, its effects, and other issues related to underage drinking.</p>		
<p>Goal 2: Increase capacity to implement and sustain strategies of the Community Action Plan</p>	<p>Long Term Outcome 2: By 2010, a cadre of key community stakeholders, including SARG Coalitions and retail vendors, will be informed and trained about the underage drinking message and will continue to deliver the campaign message for greater sustainability</p>	

Objectives	Short term Outcomes (change in local contributing factor) 3 to 12 months	Intermediate Outcomes (change in intervening variable/risk factor) 12 to 18 months
<p>1. Increase funding to enforce underage drinking laws.</p>	<p>Enforcement Provide ABT with overtime funds to increase compliance checks to 160 in the two SARG targeted communities [Miami Gardens/Opa-locka and Homestead/Florida city] and provide vendor training after the first round of compliance checks</p> <p>Measure: Compliance checks increased with monthly or quarterly reports from ABT. Vendor trainings and number of vendors attending training</p>	<p>Enforcement ABT will increase their compliance checks and work in collaboration with the SARG Coalitions Vendors will participate in training and agree to ensure they follow the law and are compliant</p> <p>Measures: Compliance rate improvements</p>
<p>2. Increase the capacity and support for ABT and SARG Coalitions to use evidence based strategies aimed at reducing retail sales of alcohol to minors.</p>	<p>Availability / Retail</p> <p>increased knowledge of, and compliance with the law</p> <p>Cross-training for ABT, Law Enforcement and SARG Coalitions to increase understanding of best practices and current strategies for underage drinking prevention</p> <p>Measure:</p> <p>Number of trainings and demonstrated knowledge of content</p>	<p>Availability / Retail</p> <p>Increased knowledge on the part of key stakeholders, vendors, and coalition members, to continue enforcement of the laws and demonstrate a sustained effort to reduce underage drinking.</p> <p>Measure: Number of trainings conducted, demonstrated knowledge of content, compliance rate improvement</p>

<p>3. Increase the capacity of prevention providers, faith based organizations, media, schools, child murder and youth violence partnerships, youth and parental groups to educate target populations.</p>	<p>Social Norms Community organizations have access to educational materials, resources and training that assists with the prevention of underage drinking</p> <p>Measures: Number of providers trained</p>	<p>Social Norms Demonstrated knowledge of the consequences of underage drinking and resources available to support continued community education</p> <p>Measures: Sustained inclusion of underage drinking information in programming and services</p>
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**Comprehensive Community Action Plan
Strategy Action Plan**

For each objective in Goal 1, indicate the type of strategy to be implemented, the agency(ies), organizations or other entities that will be carrying out the strategy, the key action steps each implementer will carry out, the anticipated dates of implementation, and the expected cost, and the requested budget amount.

Goal 1: Reduce alcohol sales to minors to impact underage drinking related to criminal incidents in Miami-Dade County

Goal 1: Enforcement

Objective 1: Increased vendor compliance related to alcohol sales to purchasers under age 21

Implementing Agency / Organization	Strategy	Key Action Steps	Implementation timeframe Mm/yy to mm/yy	Expected Total Cost
The Miami Coalition (TMC), SARG Coalitions, Alcohol, Beverage, and Tobacco (ABT) and local law enforcement	a. Work with ABT and local police to identify vendors in Miami Gardens/Opa-locka and Homestead/Florida city b. ABT will coordinate staff and local police participation for vendor checks c. ABT will conduct training for vendors	a. Collaborate with ABT and SARG Coalitions to <ul style="list-style-type: none"> • Identify vendors • Engage local law enforcement • Participate in compliance checks • Document results • Analyze information b. ABT will conduct training for the selected vendors c.. ABT will prepare monthly or quarterly reports and provide a presentation of results to key stakeholders	a. August to October 2008 - compliance checks 1 and 2 for selected vendors b. October to March – vendor training c. January to March- compliance checks 1 and 2 for selected vendors d. April 2009: Compliance checks of chronic violating vendors as necessary. e. May 2009 for	Requested Amount: \$16,000 In kind amount: \$5,000 Amount from other sources: \$2,000

			analysis and report	
			f. June 2009 for presentation and feedback	

Goal 1: Retail / Availability

Objective 2: Increased vendor compliance with underage drinking laws

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe Mm/yy to mm/yy	Expected Total Cost
The Miami Coalition, SARG Coalitions, ABT	<p>a. Work with SARG Coalitions and ABT to engage vendors to participate in the strategy to reduce sales to minors.</p> <p>b. Work with ABT and SARG Coalitions to ensure the contact and training process for vendors is appropriate and has impact</p>	<p>a. Collaborate with ABT and SARG Coalitions to</p> <ul style="list-style-type: none"> • Identify vendors • Engage local law enforcement and beverage distributors • Participate in compliance checks • Obtain results • Analyze information <p>b. ABT will conduct vendor training for the selected vendors</p> <p>c.. ABT will prepare monthly or quarterly reports and provide a presentation of results to key stakeholders</p>	<p>a. August to October 2008 - compliance checks 1 and 2 for selected vendors</p> <p>b. October to March – vendor training</p> <p>c. January to March – compliance check 1 and 2 for selected vendors</p> <p>c.. April 2009 for compliance checks of chronic violating vendors as necessary.</p>	None In-kind funds from ABT and Coalition staff

			d.. May 2009 for analysis and report e. June 2009 for presentation and feedback.	

Goal 1: Social Norms

Objective 3: Implementation of a media/social marketing and education strategy about the personal and social consequences of underage drinking

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe Month/year to Month/year	Expected Total Cost
TMC, SARG Coalitions, Social Marketing / PR/ Creative firm	<p>a. SARG Coalitions to work with an identified social marketing / PR / creative firm to brand a campaign marketed to parents and youth. Include Joy Mills and Amity Chandler (state’s social marketing team) development of materials</p> <p>b. SARG Coalitions will work to specify the individual characteristics of each community to include local and culturally specific needs in the branding.</p> <p>c. State-wide materials will be integrated with local materials</p>	<p>a. Identify a firm and enter into contract</p> <p>b. Implement campaign in a coordinated manner.</p>	<p>a. August 2008 – Identify firm</p> <p>b. September 2008 – sign a contract</p> <p>c. October 2008 – Campaign development and implementation</p> <p>d. October 2008 to June 2009 – ongoing campaign</p>	<p>Requested amount \$18,000</p> <p>In kind amount \$10,000</p> <p>Amount leveraged from other sources \$ 5,000</p> <p>Broward’s coalitions (UWBCCSA) will provide \$18,000 to standardize the campaign regionally.</p>

The Miami Coalition for a Safe and Drug Free Community (A collaboration of 5 Miami-Dade based community coalitions)

SARG Community Action Plan – FY 2008-2009

<p>C.E. Bailly and Assoc.</p>	<p>a. SARG Coalitions to work with Claudia Bailly’s firm to identify specific local needs and opportunities to provide media exposure sensitive to each community</p> <p>b. SARG Coalitions to purchase and leverage media to address targeted communities. Example of Purchased media: Radio stations: WEDR; Hot 105 (Cox Radio); Homestead Mexican radio; WQBA; Clear Channel Special events Cable TV, Pod casts, etc.</p>	<p>a. Work with media consultant: Ms. Bailly and creative firm to identify, develop, refine, and promote consistent, culturally sensitive messages for identified communities</p> <p>b. Develop integrated strategy for implementation among all key stakeholders</p> <p>c. Implementation</p> <p>d. Assisted by media consultant: Ms. Bailly: 1. Purchase media and leverage media in specified markets 2. Obtain exposure numbers from media stations 3. SARG Coalitions to promote underage drinking prevention message in three events</p>	<p>a. September 2008 to October 2008 - development</p> <p>b. Late October 2008 through June 2009 - ongoing campaign</p> <p>d. October 2008 begin media activity – continue through June 2009</p>	<p>Requested amount \$18,000</p> <p>In kind amount of \$10,000</p> <p>Amount leveraged from other sources: \$1,000</p> <p>Requested Amount: \$50,000</p> <p>In kind amount \$2,500</p> <p>Amount leveraged from other sources: \$5,000</p>
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Goal 2: Increase capacity to implement and sustain strategies of the Community Action Plan

Goal 2: Capacity Building

Objective 1: Increase the capacity and support for ABT and SARG Coalitions to use evidence based strategies aimed at reducing retail sales of alcohol to minors

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe Mm/yy to mm/yy	Expected Total Cost
TMC, ABT,SARG Coordinators,	<p>a. Vendor training to ensure compliance.</p> <p>b. Training key stakeholders and providers to assist in sustaining the message for underage drinking.</p> <p>c. Identify, select and attend national training or best practice conference.</p>	<p>a. SARG Coalitions will participate in vendor training and cross- training for ABT, Law Enforcement to increase understanding of best practices and current strategies for underage drinking prevention.</p> <p>b. Training for service providers and other key stakeholders regarding the best practices learned</p> <p>c. Attend a selected national conference and/or DJJ underage drinking training in Tennessee. SARG coordinators and ABT Captain, subsequent to attendance at conference, have a post conference debriefing focusing on priority issues and strategies related to underage drinking</p>	<p>July -September 2008</p> <p>January to June 2009- October to March 2009</p> <p>August 2008</p>	<p>Requested Amount: \$6,312</p> <p>In kind amount: \$4,200</p>

Goal 2: Capacity Building
Objective 2: Increase funding to enforce underage drinking

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe Mm/yy to mm/yy	Expected Total Cost
TMC in conjunction with ABT	a. Funding of overtime for ABT to increase compliance checks. b. Training for vendors by Major Pat Roberts- ABT	a. Secure funding from SARG project b.. Draw up contract with specific deliverables from ABT c. Obtain report of outcomes from ABT d. Disseminate information to key stakeholders and SARG coalitions. e. Ensure ABT training for vendors	July 2008 August 2008 November 2008- May 2009 May through June 2009 September 2008 to March 2009	Requested amount \$16,000 In kind amount: \$ 5,000 Amount leveraged from other sources \$: 2,000

Goal 2: Capacity Building
Objective 3: Increase the capacity of prevention providers, faith based organizations, media, schools, child murder and youth violence partnerships, youth and parental groups to educate target populations.

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe Mm/yy to mm/yy	Expected Total Cost
TMC, SARG coalitions	SARG coalitions to provide materials and train existing providers to increase their capacity to provide current information regarding underage drinking among other providers, faith based groups, and other key organizations in the community	SARG Coalitions to provide trainings and materials to providers to increase capacity regarding underage drinking. SARG Coalitions to connect with their faith based community to promote education on underage drinking through providers training (See above)	October 2008 March-June 2009	Requested amount \$2,500 In kind amount: \$2,500 Amount leveraged from other sources: \$1,000

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SARG Community Action Plan – FY 2008-2009

		Strategies for sustainability of continued education will be implemented.		
Human Services Coalition	An Ameri-Corps Service intern from Public Allies Apprenticeship, a national program, will assist in youth development and other strategies to support the underage drinking campaign.	Complete application, interview, and hire intern. Assign specific responsibilities to support the underage drinking campaign.	July –August 2008	Requested amount: \$16,000 In kind amount: \$5,000 Amount leveraged:\$ 9,500
Global Crossings Teleconferencing Company	Expand frequency of meetings and communication of SARG members by reducing the need for travel within and across county borders. SARG Coalitions to have the capacity of expanded communications among themselves and other groups	a. Contract with telecommunications company Telephone/teleconference capacity at a cost per minute single group rate or at a per minute rate.	October 2008	Requested amount \$8812 In kind amount \$1,800 Amount leveraged from other sources \$11,500

Website design, update and maintenance SARG coalitions	Have the capacity to draw traffic regarding underage drinking to SARG coalition’s website and use it as an evaluation tool.	1. SARG Coalitions to decide on best website strategy	September 2008	Requested amount \$ 2,500
		2. Contract draw-up and submitted to DCF	September 2008	In kind amount \$1,000
		3. Develop a SARG page and links for the regional multicoalition “Federation” website.	October 2008	Amount leveraged from other sources \$10,000
		4. Content worked on by all SARG coalitions	October 2008-June 2009	

Total=\$142,411