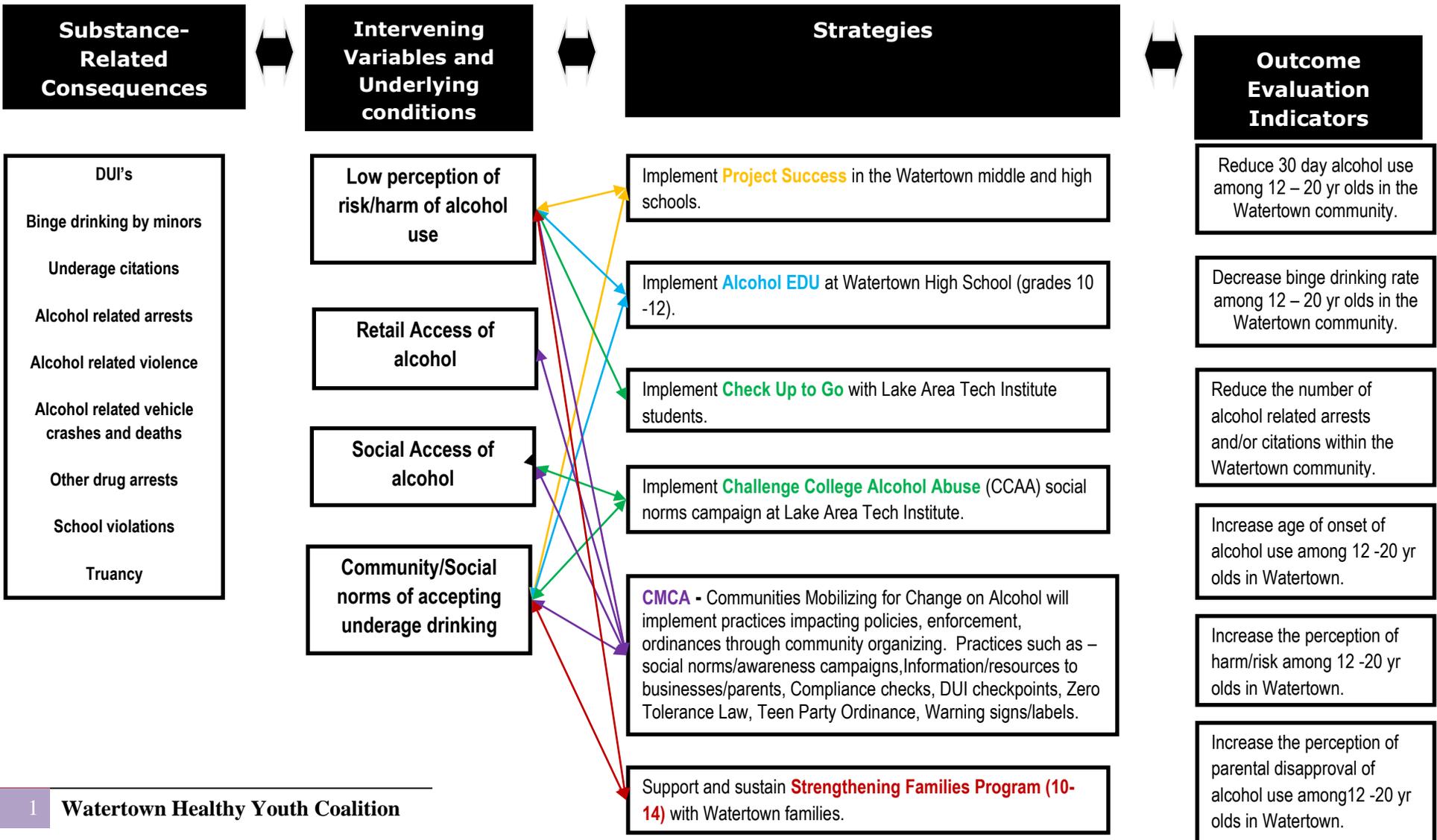


# Watertown Healthy Youth Coalition – Revised logic model, work plan and budget

## August 1, 2011 – May 31, 2012

### Division of Alcohol & Drug Abuse - SPF SIG Community Level Logic Model

Problem (SD SPF SIG Priority):   X   Underage drinking among 12-20 year olds           Binge drinking among 18-25 year olds



## Division of Alcohol & Drug Abuse - SPF SIG Work Plan

### Substance Abuse Prevention Work Plan

#### Assessment Summary:

2010 baseline data used to identify our targeted SPF SIG priority:

Search Institute's Profiles of Student Life: Attitudes and Behaviors was administered to Watertown students in grades 7-12 in December 2010. 26% of students report alcohol use within the last 30 days. 18% report they got drunk once or more in the last two weeks. Youth perception of risk of alcohol use is 58%. Youth perception of parental disapproval of alcohol use is 83%. Age of first alcohol use for a Watertown student is 12.6 years old. Other areas of concern that correlate with underage drinking: 18% reported that they have skipped school once or more in the last month. 33% reported that they communicate positively with their parent(s) and seek advice and counsel. 48% of students report their family has clear rules and consequences and monitors students' whereabouts. 35% of our students know how to plan ahead and make choices; 29% reported that parents and other adults model positive and responsible behavior.

Supportive community data that supports and/or correlates with the student data is as follows:

According to the Minnesota Institute of Public Health Community Readiness survey taken by community members in fall 2009, perception of adolescents to get access to alcohol from parents is 38% and from retailers is 25% (buy at store and/or order a drink). Lake Area Tech students reported that 76% of people their age have social access to alcohol. 80% reported that drinking alcohol takes place at a friend's house; and 67% at social events they attend.

According to the 2010 juvenile reports from Watertown police department included: 5 juvenile DUI arrests; 7 open container arrests; 49 underage consumption arrests. There were also 16 disorderly conduct arrests. Seat belt use and car crashes among youth are other areas of concern. Seat belt use among Watertown high school student drivers increased from 64% in 2008 to 78% in 2009 according to the Shoulder Tap activity done in May. 13% of our students reported driving after drinking 33% of students reported riding with a driver who had been drinking. Students also report high attendance at drinking parties. 37% of all students in grades 7-12 reported attending drinking parties; but as they get older, the rate increases dramatically - 52% of Sophomores and 74% of Seniors. According to the Watertown Police Department, 17-25 year olds made up 37% of the DUI arrests, 73 arrests. In Codington County, there were 26 alcohol related crashes in 2010, 14 were within the city limits of Watertown. In 2010, alcohol compliance checks at Watertown businesses were conducted 2 times during the year by the Watertown Police Department and only 83% were compliant (which includes bars, casinos and liquor stores).

#### Problem (SPF SIG Priority):

Underage drinking among 12-20 year olds

**Target Population:**

1. 12-20 year olds in the Watertown community
2. Parents and/or employers of 12 -20 year olds in the Watertown community
3. Other community members who live, work or go to school in the Watertown community

**Goal:**

To reduce 30 day alcohol use among 12 -20 year olds in the Watertown community.

**Long-Term Outcome:**

Decrease 30 day use of alcohol among 12-20 year olds in the Watertown community by 5% by May 31, 2014.

**Long-Term Outcome Indicator(s):**

- Decrease 30 day use of alcohol among 12 -20 year olds in the Watertown community by 2% by May 3, 2013.

**Objective 1:** Increase the perception of harm of underage alcohol use of 12-20 year olds in the Watertown community.

**Intermediate Outcome:** By May 31, 2014, 65% of 12-20 year olds will report underage alcohol use to be harmful.

**Intermediate Outcome Indicator(s):**

- By May 31, 2013, 62% of 12-20 year olds will report underage alcohol use to be harmful.

**Strategy 1.1: Implement Project Success in Watertown Middle and High schools**

Activities	Timeline		Who Is Responsible.	Process Indicators	Outputs.	Short-Term Outcome(s)
	Start Date	End Date				
Project Success counselors (PSC) will implement Prevention Education series for targeted populations in WMS & WHS.	9-1-11	5-31-12	Project Success counselors Project Director District admin.	Prevention Ed. Series will be administered to targeted students per established timeline.	Data received from program. Number of students who complete classes.	By May 31, 2012, 25% of targeted Watertown students will report non-use attitudes towards alcohol use through pre/post tests.
PSCs will provide assessments and provide prevention/educational groups and/or refer students to community services/resources.	9-1-11	5-31-12	Project Success counselors Project Director District admin.	Percent of students receiving additional prevention/education services per established timeline	Number of students assessed; number of groups developed and/or students who participate; number of students referred to community services.	
WMS & WHS students will be trained in peer programs such as Natural Helpers and/or SADD to carry out school wide awareness projects through Project Success.	9-1-11	5-31-12	Project Success counselors Project Director NEPRC staff	Percent of youth receiving training	Evaluation summaries; number of students attending	
Use data and resources from AlcoholEdu, state and national resources to develop school-wide awareness projects/activities/campaigns.	9-1-11	5-31-12	Project Director WHS admin. AlcoholEdu consultant	Percent of activities/projects held during established timeline	Number of students who participate; Number of activities held	
PSCs and/or Program Director will work with parents, community resources, agencies,	8-1-11	5-31-12	Project Success counselors	Percent of targeted populations receiving	Evaluation summaries; surveys;	

and organizations by disseminating information through presentations, meetings, and other media outlets.			Project Director District admin.	information per established timeline.	sign in sheets of attendance
Project Director will monitor staff and the implementation of Project Success through meetings, data collection, and collaborating with other community resources/services.	8-1-11	5-31-12	Project Success counselors Project Director Evaluator	Meetings held during established timeline.	Number of meetings held; data collected

**Strategy 1.2: Implement AlcoholEdu with Watertown High School students and utilize data collected.**

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcome(s)
	Start Date	End Date				
Project Director and administration will develop implementation process of AlcoholEdu to students in grades 10 -12 during "Arrow Time" advisory.	8-1-11	5-31-12	Project Director WHS admin. AlcoholEdu consultant	Staff training held during established timeline. AlcoholEdu administered to students per established timeline. Percent of staff who implement program during Arrow Time.	Number of students who complete program. Data received from program.	By May 31, 2012, 50% of the targeted Watertown students will have increased knowledge about the problems and consequences of underage drinking through pre/post tests.
Parent AlcoholEdu on-line course will be provided to parents.	8-1-11	5-31-12	Project Director WHS admin. AlcoholEdu consultant	AlcoholEdu available to parents per established timeline.	Data received from curriculum.	
Student data will be shared with students, admin, staff, parents and community members to address underage drinking issues and beliefs through meetings, presentations, other media outlets.	9-1-11	5-31-12	Project Director WHS admin. AlcoholEdu consultant Evaluator	Percent of targeted populations receiving information per established timeline	Evaluation summaries; surveys; sign in sheets of attendance	

**Strategy 1.3: Support Life Skills Training curriculum in the Watertown schools.**

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcome(s)
	Start Date	End Date				
Project Director will provide technical assistance to carry out Life Skills Training in the district through surveys, data collection,	8-1-11	5-31-12	Health teachers Project Director Evaluator	LST administered to students per established timeline.	Number of classes held; number of students complete	By May 31, 2012, 75% of students will report non-use attitudes towards alcohol use

resources and collaboration.					curriculum; pre/post feedback	through pre/post tests.
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**Strategy 1.4: Implement E-Check Up To Go with Lake Area Technical Institute (LATI) students.**

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcome(s)
	Start Date	End Date				
Project Director will collaborate with LATI staff and Student Voice organization to develop implement process of E-Check Up to Go with all students throughout the year.	8-1-11	5-31-12	Project Director LATI representative Student Voice e-CHUG representative	Tailoring program to LATI student needs per established timeline. Percent of student population participating in program per established timeline.	Schedule and plan developed for implementation of program. Summary data received from program.	By May 31, 2012, 25% of LATI students will have increased knowledge about the problems and consequences of alcohol use through survey data.
Project Director and LATI administration will utilize data collected to develop and present information to students, parents and/or staff.	8-1-11	5-31-12	Project Director LATI representative LATI administration Evaluator	Percent of targeted populations receiving information per established timeline.	Evaluation summaries; surveys; sign in sheets of attendance	

**Strategy 1.5: Implement Challenge College Alcohol Abuse (CCAA) – social norms campaign on LATI campus.**

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcome(s)
	Start Date	End Date				
Work with Student Voice and LATI programs/classes to utilize data from e-Check up to Go and to develop and maintain a social norms campaign for LATI students.	8-1-11	5-31-12	Project director LATI admin. LATI student council, staff and students	Progress of completion of campaign per established timelines. Progress in compilation of communication venues list per established timeline. Percent of persons recruited and focus groups scheduled per numbers needed and established timelines.	Campaign messages developed. List of communication venues. Focus group schedule and feedback; number of participants.	The percent of LATI students reporting that drinking alcohol is never acceptable for people under the age of 21 will increase by 10% by May 31, 2012.

Utilize LATI programs/classes to produce and distribute campaign materials regularly and frequently to students and on LATI campus through print ads, radio, posters, text messages, Facebook, YouTube and/or other identified media outlets.	9-1-11	5-31-12	LATI students LATI staff	Percent of campaign material placed in selected venues per established timelines.	Number of persons reached via campaign venues; number of materials disseminated to targeted population	
Project Director will provide technical assistance to carry out social norms campaign by utilizing resources and gathering evaluation data through pre/post tests and surveys.	9-1-11	5-31-12	Project Director Evaluator	Progress in completion of research per established timelines	Research and data findings	

**Objective 2:** Increase the number of retail/commercial alcohol outlets that refuse to sell to 12-20 year olds.

**Intermediate Outcome:** 93% of retail/commercial alcohol outlets in Watertown will be in compliance by May 31, 2014

**Intermediate Outcome Indicator(s):** .

- 90% of retail/commercial alcohol outlets in Watertown will be in compliance by May 31, 2013.
- 86% of retail/commercial alcohol outlets in Watertown will be in compliance by May 31, 2012.

**Strategy 2.1: Implement Communities Mobilizing for Change on Alcohol to impact practices, policies, and enforcement regarding underage drinking with retail/commercial alcohol outlets in the Watertown community.**

Activities	Timeline		Who Is Responsible.	Process Indicators	Outputs.	Short-Term Outcome(s)
	Start Date	End Date				
Assist law enforcement with retail compliance checks.	8-1-2011	5-31-2012	Project director, law enforcement, businesses	Number of scheduled compliance checks per timeline	Schedule and list of outlets for each check completed.	By May 31, 2012, 20% of the targeted Watertown retail/alcohol outlets will have increase awareness of the consequences of selling/

						furnishing alcohol to underage youth through survey data.
Develop and/or disseminate resources and materials concerning alcohol sales to minors such as warning labels on alcohol advertisement, warning signs in establishments, local, state or national campaigns.	8-1-2011	5-31-2012	Project director, law enforcement, media	Progress of materials developed per timeline	Inventory of materials developed; number of materials disseminated	
Collaborate with other professionals to provide training/information to businesses on Checking IDs; Responsible Beverage Service policies and practices; WHY 21; concerns related to youth access to alcohol.	8-1-2011	5-31-2012	Project director, coalition, Chamber, law enforcement	Number of trainings scheduled per timeline	Number of trainings held; number of participants/businesses trained.	
Educate and collaborate with key policy makers to control alcohol sales to minors such as enforcing policies/practices or ordinances, civil fines, requiring beverage training for license renewals and/or for special events, reporting underage sales, alcohol in public parks, limit alcohol advertising and promotional activities that target minors (sponsored events, outside signage, etc).	8-1-2011	5-31-2012	Project director, Coalition members,	Percent of policy makers receiving data/resources per timeline. Number of ordinances/policies introduced to City Council.	Number of meetings held. Number of written ordinances and/or policies enforced. Number of businesses that comply.	

**Objective 3: Decrease the social availability/access of alcohol to 12-20 year olds in the Watertown community.**

**Intermediate Outcome:** By May 31, 2014, 40% of community members will report that it is difficult for underage youth to get beer, wine, wine coolers, or liquor from home without their parents knowing it.

**Intermediate Outcome Indicator(s):** .

- By May 31, 2013, 35% of community members will report that it is difficult for underage youth to get beer, wine, wine coolers, or liquor from home without their parents knowing it.
- By May 31, 2012, 30% of community members will report that it is difficult for underage youth to get beer, wine, wine coolers, or liquor from home without their parents

knowing it.

**Strategy 3.1: Implement Communities Mobilizing for Change on Alcohol to impact practices, policies, and enforcement to prevent social availability of alcohol to minors in the Watertown community.**

Activities	Timeline		Who Is Responsible.	Process Indicators	Outputs.	Short-Term Outcome(s)
	Start Date	End Date				
Project director organize trainings for coalition members to implement CMCA in the Watertown community.	8-1-11	5-31-2011	Project director, NEPRC	Trainings set up during established timeline.	Coalition members attend trainings.	By May 31, 2012, the community's perception of accepting underage drinking and social accessibility will decrease by 10%.
Educate parents/community sectors of consequences of providing alcohol to minors through presentations, meetings, forums, mailings and other media outlets.	8-1-2011	5-31-2012	Project director, coalition members	Percent of parents and community sectors attending per timeline.	Number of participants attended; number of materials disseminated.	
Meet with circuit judges and law enforcement about enforcing existing laws/ordinances such as Zero tolerance, maintaining common nuisance law.	8-1-2011	5-31-2012	Project director, coalition members	Meetings set up during established timeline.	Listing of existing laws/ordinances enforced.	
Work to prohibit and/or strictly limit alcohol consumption and open containers in unsupervised public locations such as city parks, community events, recreation and school facilities, parking lots.	8-1-2011	5-31-2012	Project director, city council, law enforcement	Percent of walk thru's completed by law enforcement per established timeline.	Number of citations written.	

**Objective 4: Decrease the community/social norm of accepting underage drinking among 12-20 year olds in the Watertown community.**

**Intermediate Outcome:** The perception of parental disapproval of alcohol use among 12 -20 year olds will increase to 90% by May 31, 2014.

**Intermediate Outcome Indicator(s):**

- The perception of parental disapproval of alcohol use among 12 -20 year olds will increase to 87% by May 31, 2013.

**Strategy 4.1: Implement Communities Mobilizing for Change on Alcohol to impact practices, policies, and enforcement to change misperceptions of underage drinking in the Watertown community.**

Activities	Timeline		Who Is Responsible.	Process Indicators	Outputs.	Short-Term Outcome(s)
	Start Date	End Date				
Project director and/or coalition members will conduct one-on-one interviews to develop relationships with community members and to learn their perceptions of underage drinking in the Watertown community.	8-1-11	5-31-2011	Project director, NEPRC	Interviews set up during established timeline.	Number of interviews held with community members.	By May 31, 2012, 20% of the targeted population will have increased knowledge about the problems and consequences associated with underage drinking based on community perception survey.
Use research and local data to develop social norms campaign to be promoted through key community venues for targeted populations, including web-based sites, print and radio media, etc to change community attitudes and standards on underage alcohol use.	8-1-11	5-31-2012	Project director, coalition members	Progress in completion of research per established timelines. Progress of completion of campaigns per established timelines.	Research findings. List of communication venues. Number of campaigns organized.	
Work with businesses/community sectors to support and participate in social norms campaign to increase awareness of local underage alcohol issues and strengthening anti-alcohol attitudes among targeted populations.	8-1-2011	5-31-2012	Project director, coalition members	Percent of campaign material placed in selected venues per established timelines. Percent of targeted populations receiving information per established timeline.	Number of materials disseminated via media venues. List of businesses/ organizations who participate in campaigns.	
Collaborate with churches, youth organizations and businesses to coordinate alternative youth activities, programs and/or events.	8-1-2011	5-31-2012	Project director, church and youth leaders	Progress of activities organized per established timeline.	Number of activities held; number of youth who participate.	
Mobilize community sectors to support and implement (public and private) alcohol policies; ordinances and/or laws that impact underage drinking.	8-1-2011	5/31/2012	Project director, coalition members	Progress of policies developed per timeline	Number of businesses/ organizations who implement alcohol policies.	

**Strategy 4.2: Implement Strengthening Families Program (10-14) to Watertown families.**

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcome(s)
	Start Date	End Date				
Assist with the implementation of the Strengthening Families Program for families with youth ages 10 - 14.	8/1/2011	5/31/2012	Project Director, NEPRC, Watertown School District, Codington Co. Extension	Percent of families participating in the program per established timeline.	Number of classes held; number of parents/students attend/complete.	By May, 31, 2012, 75% of parents participating in the program will report they will explain to their child the consequences of not following rules concerning alcohol use, even if they have not started yet.
Conduct evaluations and pre/post tests	8-1-2011	5-31-2012	SFP trainers, Project Director, local evaluator	Percent of evaluations and pre/post tests completed	Post test findings and evaluation feedback.	

## Capacity Development Work Plan

### Assessment Summary:

Analysis of coalition membership and the data from members' evaluations and Phase 1 data collection, indicate members of the coalition are not satisfied with the level of awareness the community has about our coalition's efforts and with the linkages that presently exists with community sectors/groups. The evaluation also indicates that not all sectors of the community are currently engaged in, represented by or aware of coalition activities. Those sectors include: private schools, health professionals, churches, clubs/organizations, businesses, and parents. According to the Community Readiness assessment that was done in Fall 2009, support for prevention exists in the community and need to engage people in prevention efforts. Another concern identified by coalition members is the gap with our higher education sector in the community. Lake Area Technical School (LATI) enrolls 1400 students ages 18 -25. We have built a relationship with LATI administration through this process, and because of this relationship they have committed to gather normative data from that population now that our priority is set. And from the 2010 data received from our police department, regarding DUI arrests within this age population, relationships and education needs to be built. 17-25 year olds make up 37% of all DUI arrests.

According to the Community Readiness survey, people in the community are willing to join community mobilization efforts, if they see evidence of success. These persons, along with those who believe the community is able to change, represent potential for increased prevention efforts and sustainability.

### Problem (SPF SIG Priority): Underage Drinking among 12 -20 year olds.

Watertown Healthy Youth Coalition efforts do not reach or involve all sectors within the Watertown community.

### Target Population:

Direct: Business, Health, Faith, Post Secondary Education, Media community sectors; parents; representatives of minority cultures in community; youth/young adults ages 12 – 25.  
Indirect: Chamber of Commerce, United Way, City Council, Judicial, general populations in Watertown community.

### Goal:

The Watertown Healthy Youth Coalition will involve and serve all community sectors within Watertown.

### Long-Term Outcome:

By May 31, 2014, parent, ministerial, medical, media, post-secondary, minority communities, youth/young adults will be involved with prevention efforts through the Watertown Healthy Youth coalition.

**Objective 1:** Increase the number of community sectors that are aware of the coalition, the benefits the coalition brings to the community, and opportunities to become involved with the coalition's efforts.

**Intermediate Outcome:** By May 31, 2013, at least 75 % of targeted community members will be aware of prevention efforts through the Watertown Healthy Youth coalition.

**Strategy:** *Recruit new coalition members and/or community champions representative of the community through personal contacts*

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcome(s)
	Start Date	End Date				
Identify and recruit potential coalition members to be involved with the coalition efforts (active member, resource, champion) based on the community assessment data and one-on-one interviews conducted.	8-1-2011	5-31-2012	Project director and coalition members	Percent of list completed per time line. Percent of contacts complete during timeline.	Number of sectors and names generated by the coalition members. Number of contacts completed from each sector recruited.	By May 31, 2012, four of the targeted community sectors will be involved in prevention efforts
Develop talking points to explain the coalition and opportunities and benefits of coalition efforts	8-1-2011	05-31-2012	Project director and coalition members	Talking points handout completed per timeline	Talking points handout developed	
Provide resources and disseminate information to targeted community sectors about coalition and prevention efforts.	8-1-2011	05-31-2012	CPN and coalition members, Chamber, SHRM, United Way	Percent of contacts made within the community sectors	Number of resources distributed. Number of presentations held. Number of people who receive information.	

**Strategy:** *Collaborate with existing community resources/programs to increase community's support in prevention efforts.*

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcome(s)
	Start Date	End Date				
Project director and/or coalition members will attend any necessary trainings provided by the Division, state and/or local evaluators, and/or NEPRC to carry out prevention efforts and to sustain coalition efforts.	8-1-2011	5-31-2012	NEPRC, Project director, Division of Alcohol & Drug Abuse, UW-PHI, local evaluator	Percent of trainings held per timeline	Number of trainings attended; evaluation results; number in attendance	By May 31, 2012, 50% of targeted community members will be aware of the existence, mission and activities of WHY through survey data.

Implement strategies for improving cultural competence and sustainability of the coalition based on community assessment.	8-1-2011	5-31-2012	Project director, NEPRC, coalition members	Percent of strategies completed per established timeline.	Number of strategies completed to improve cultural competence and to sustain coalition efforts
Hold monthly coalition meetings to address problems and consequences of underage drinking and to carry out strategies/activities in the work plan.	8-1-2011	5-31-2012	Project director, NEPRC, coalition members, evaluator	Percent of meetings held per timeline. Progress of training/TA plan per established timeline.	Number of members attending meeting; sign in sheets; meeting minutes. Number of contacts with NEPRC.
Hold community events/meetings to gain community involvement/ awareness of prevention efforts.	8-1-2011	5-31-2012	Project director, coalition members and Chamber	Events held as scheduled	Number of people attended. Number recruited for coalition.
Provide resources, information and technical assistance to existing businesses and organizations within the Watertown area.	8-1-2011	5-31-2012	Project director, NEPRC, staff, coalition members	Percent of contacts made with community organizations and businesses.	Number of organizations/ businesses requesting assistance and/or number of resources/materials distributed.
Research, develop and implement evaluation tools (including PLI and CLI) and needs assessment resources for the coalition to carry out prevention efforts in the Watertown community as outlined in the work plan and to monitor consumption and consequence patterns over time.	8-1-2011	5-31-2012	Project director, NEPRC, coalition members, and evaluator	Progress of evaluation plan per established timelines	Evaluation and needs assessment tools ; number of trainings attended

