

SPF SIG
(Strategic Prevention Framework State Incentive Grant)
and
MCCA
(Monona County Community Alliance)

Strategic Plan
2011-2014

Monona County Community Alliance

A coalition of concerned citizens, business owners and agencies working together to reduce the abuse of drugs, alcohol, and tobacco in Monona County.

Vision

Monona County free from drug, alcohol, and tobacco abuse, promoting strong families, safe neighborhoods, and vibrant communities.

Mission

To eliminate the abuse of drugs, alcohol, and tobacco in Monona County, assisting members of the communities to engage in healthy behaviors through prevention, education, and advocacy.

Goals

Build community awareness, keep kids safe, strengthen parent and child relationships, promote community resources, educate citizens in healthy behaviors, and identify needs of youth and families.

Priority Goals for SPF-SIG

- Reduce underage alcohol use (under age 21)
- Reduce adult binge drinking (18 and over)

The Monona County's Strategic Plan for 2011-2014 will focus on two priorities: *adult binge drinking* and *underage alcohol use*. Binge drinking is defined as five drinks per occasion for males and four drinks per occasion for women. Underage alcohol use is defined as anyone using alcohol under the age of 21. The strategic plan is a narrative to describe and justify the approach Monona County Community Alliance (MCCA) is taking on each priority.

Intervening Variables

MCCA has examined the existing data and collected data on the intervening variables. The variables are specific issues in Monona County that contribute to the problem of underage alcohol use and binge drinking. They offer the key link to identifying what strategies will best help reduce the two problem behaviors. We are focusing on environmental strategies, which target the broader physical, social, cultural, and institutional elements that contribute to problem behaviors. Environmental strategies may be programs, practices, or policies that are designed to influence the identified contributing factors in Monona County and reduce the substance abuse consequences.

Substance abuse consequences are the county's problems that result from the substance use which are identified by data. The substance abuse priorities are what the State of Iowa has identified as priorities for the SPF-SIG counties. These are the two issues of underage alcohol use and adult binge drinking. Intervening variables are local conditions and environmental factors that have been identified as being related to and influencing the occurrence and magnitude of the priority.

For binge drinking, the coalition selected the intervening variables of *Promotion* and *Retail Access*. The intervening variables were selected by the coalition, as there was a direct link observed between the intervening variables and the substance abuse consequences of alcohol related crashes and alcohol dependence/abuse in the county.

The Alliance feels that promotion is an important variable because there are 3 county events that had alcohol sponsors within the last year and the coalition feels this number is high for their County. The coalition also sees an abundance of alcohol promotion in Monona County. This notion is supported by an example of data gathered by the SPF SIG Coordinator during the early stages of the SPF SIG grant which showed that there were 16 alcohol advertisements or promotional events in area newspapers over one four week period. The Alliance members stated that young people go to the bar for the drink specials that are advertised locally. The MCCA believes that all this promotion influences community norms that condone binge drinking. When people are binge drinking, they are more likely to make the decision to get behind the wheel of their car. 25% of fatal car crashes in Monona County were alcohol related in 2008. Alliance members feel that the media campaign will raise awareness about binge drinking, change norms, and promote awareness of prevention efforts taking place in the community, which will in turn decrease binge drinking in the county.

MCCA selected retail access as an intervening variable because they believe it is another key component to addressing binge drinking in the County. Monona County has 36 businesses that hold active on-premises and off-premises liquor licenses, which include restaurants, bars,

and convenience stores where residents can purchase alcohol. This number of liquor licenses is believed to be high by the MCCA. They feel that alcohol abuse and dependence is a problem in their County that is influenced by the high availability of alcohol. The Alliance feels that if these businesses receive Responsible Beverage Service Training (RBST), merchants will be better educated to prevent overconsumption and reduce binge drinking.

For underage drinking, the coalition selected the intervening variables of *Promotion* and *Enforcement*. The intervening variables were selected by the coalition, as there was a direct link observed between these intervening variables and the substance abuse consequences of alcohol dependence/abuse and alcohol related crashes in the County.

MCCA believes that promotion is an important variable in addressing underage alcohol use because of the large amount of local alcohol advertising from various media sources, as well as the nature of youth to be easily influenced by media. Since the heavy advertising efforts lead to significant youth exposure, the Alliance has elected to utilize the counter marketing/counter advertising campaign to promote the fact that underage drinking is dangerous and risky. If there is the perception among youth that taking the risk to drink is not worth it, youth in the County will be less likely to begin drinking at an early age. Research has shown that the younger a person begins using alcohol, the more likely they are to abuse alcohol or become addicted, so if less youth are drinking at an early age, there will be less people becoming addicted and abusing alcohol.

MCCA selected enforcement because they know that parents and adults are condoning and allowing underage alcohol use in their homes in Monona County. They also believe that youth are able to purchase alcohol from retail establishments in Monona County. As a result of little or no enforcement to ensure the proper checking of identification in being done by clerks, individuals who look younger than age twenty one can buy alcohol without showing proof of their age. The Alliance believes that if parents are aware of laws that prohibit adults allowing minors to drink on their property they will be less likely to allow this behavior and youth in Monona County will have fewer places at which to drink. If youth have fewer places to drink, then their opportunities to become drunk and make the choice to drive will be fewer as well. If youth are not driving while intoxicated, then there will be less alcohol related crashes in the County. MCCA also believes that if businesses that sell alcohol do not sell to minors as a result of compliance checks, there will be a decrease in underage drinking and alcohol related crashes as well.

Underlying Conditions

Underlying conditions are the specific issues in a county that contribute to a problem. These factors provide the reasons an intervening variable exists and offers the key link to identifying appropriate strategies. Strategies are programs, practices, or policies that research has identified as being related to and able to influence the identified contributing factors in a county. For binge drinking, these are *Availability of Alcohol* and *Community Norms Favorable to Misuse*. For underage alcohol use, these are *Early First Use* and *Community Norms Favorable to Alcohol Use*.

To illustrate how the intervening variables and underlying conditions are connected, two logic models were created; one logic model for binge drinking and another for underage drinking. These are found on page three, (binge drinking) and page seven, (underage drinking) of the plan.

Monona County Logic Model: Binge Drinking



Counter Marketing/Counter Advertising Campaign Intervening Variable- Promotion

The Alliance has chosen *Community Norms Favorable to Misuse* as the underlying condition for the Counter Marketing/Counter Advertising Campaign strategy which contributes to the consequence of *Alcohol Related Crashes*.

Alcohol-related crashes and injuries in Monona County are high when compared to the average in the State of Iowa; however, the Operating While Intoxicated (OWI) rate is low. Community members perceive there to be a lack of police officers in the county. Some members of Monona County Community Alliance felt that the shortage of officers may hinder the ability to enforce OWI's and the underage drinking laws. Many people in the county are also unfamiliar with the term "binge." They do not see a problem with consuming more than four or five drinks in a sitting. It is the belief of the Alliance that community norms favorable to the misuse alcohol, is the reason that people are binge drinking. The Alliance came to the conclusion that individuals are making the decision to get behind the wheel after binge drinking, which is why alcohol related crashes is the identified consequence.

Data obtained from local law enforcement records shows that 57.9% of adults, (18 years and older) report drinking within the last 30 days in Monona County. This is high when compared with the state rate of 57.1%. This means that over 50% of adults in Monona County have had at least one drink of alcohol within the past 30 days. When conducting research for the County Assessment Workbook (CAW), it was found that three county events had alcohol sponsors within the last year. There was also an average of 16 alcohol advertisements or promotional events in area newspapers over a period of four weeks. There is a local bar that sponsors karaoke, which draws many young adults to participate in not only songs, but drink

specials as well. Restaurants in town sell alcoholic beverages and have lots of promotional advertising in the local media as well. Many young adults say that there is nothing else to do in the town, except drink at the bar.

The Alliance decided that the media campaign developed for the Iowa Department of Public Health will be utilized in the county. The Alliance feels that this media campaign, in combination with the other strategies, as discussed in the plan, will raise awareness about binge drinking, increase awareness of existing laws and punishments, promote awareness of prevention efforts taking place in the community, and raise knowledge/awareness of the social and health consequences of alcohol use. This in turn, will help decrease binge drinking in the county. The target audience for the campaign is ages 18-22 year olds in Monona County. This population was determined from the extensive research done by the advertising firm contracted by IDPH for the media campaign. The Alliance viewed this campaign and decided what strategies for implementation will be the most effective in Monona County.

This “Stay Classy” campaign, shown below, encourages personal evaluation and is designed to help the audience realize their drinking may occasionally fall into the binge category.



The Alliance will meet with local media and discuss advertising options. Fifty percent of local grocery stores in Monona County will place campaign materials in each patron’s grocery bags for one week. Alliance members have identified this as a strategy that has worked in the past to get the attention of Monona County residents. The brightly colored flyers will be easily visible in the clear bags and in the paper sacks due to the color and design. Because of this feedback, we feel that flyers in grocery bags will reach the target population of adult binge drinkers. These posters will be hung in local businesses in Monona County that appeal to the target age group over the duration of the grant.

The Alliance decided that IDPH approved campaign materials will also be placed on pizza delivery boxes throughout the project to reach the target audience. Several pizza establishments across the county will participate in this plan. All participating establishments will place these campaign materials on the lid of each pizza box or attached to coupons on Friday, Saturday, or Sunday nights.

The following is an average number of pizza deliveries for each of the establishments we have approached:

- The Pizza Hut in Onawa has typically has 14-30 pickup or delivery orders per weekend.
- Dan's Pizza averages 10-40 pizzas per weekend, which include pick-up and delivery. They will deliver to the following towns: Whiting, Blencoe, Turin, and Onawa.
- The Casey's Carry Out pizza will have anywhere between 8-25 pickups on any weekend as an average.

Another campaign component that will be utilized is 4x6 inch stickers that will be placed on cases of beer in local convenience and grocery stores. The stickers will be the IDPH approved binge media campaign posters in sticker form. By placing the campaign material on the beer, it will help remind adults to "Stay Classy" when they drink. 500 stickers will be used to target 18-22 year olds in Monona County in local convenience stores each year for the duration of the grant.

Display cases in community centers are available and will be used to display posters for the binge drinking campaign. These will be displayed for the remainder of the grant. Also, "Canned Ad" space is available at Dave's World, a popular truck stop and restaurant, and will be utilized over the course of the grant to display approved campaign materials. Canned-Ads are mini billboards displayed in restrooms on stalls. The Alliance sees this as an effective form of advertising in the community.

Focus groups were conducted with the target population about the campaign to determine best placement for materials. It was found that the target audience, ages 18-22, are active internet users; therefore Facebook ads will also be utilized by the Alliance. Internet ads containing the IDPH approved binge drinking campaign will be run randomly throughout the day and were selected to target Facebook users who have indicated that they are between the ages of 18-22, and that they live in Monona County on their profiles.

Dosage: 50% of Monona County's 18-22 year old residents will be made aware of the state's counter marketing/counter advertising campaign through avenues such as print ads, Facebook ads, stickers, and flyers with adhesive.

Responsible Beverage Service Training Intervening Variable- Retail Access

The Alliance chose *Availability of Alcohol* as the underlying condition for Responsible Beverage Service Training (RBST) strategy, because if minors are not able to purchase alcohol at retail outlets, underage drinking will decrease. Research shows that the earlier a person starts using substances, the more likely they are to become addicted. So, if alcohol is not available to minors, less youth will begin using before they are of legal age, and this will in turn decrease the number of people who become addicted and positively impact the consequence of *Alcohol/Dependence Abuse* in the county. Monona County has 36 businesses that hold active on-

premises and off-premises liquor licenses, including restaurants, bars, convenience stores, etc. Our target for this strategy will be the owners and staff of these establishments.

RBST is an approach to reduce alcohol related problems associated with retail alcohol sales (includes stores, bars, restaurants, fairs, and festivals) by educating merchants and their employees about strategies to avoid illegally selling alcohol to underage youth or intoxicated patrons. Effective RBST is designed to teach skills to staff members, such as how to check identification effectively and how to refuse service to intoxicated patrons. In RBST, businesses will also learn the following: physiological effects of alcohol, association with social problems, legal requirements, how to detect intoxicated patrons and safely cut them off, how to detect and handle false identification, how to improve communication among multiple servers to enable better monitoring of patrons and the pacing of a patron's drinks, training for managers as well as servers, and development of management policies supportive of server practices.

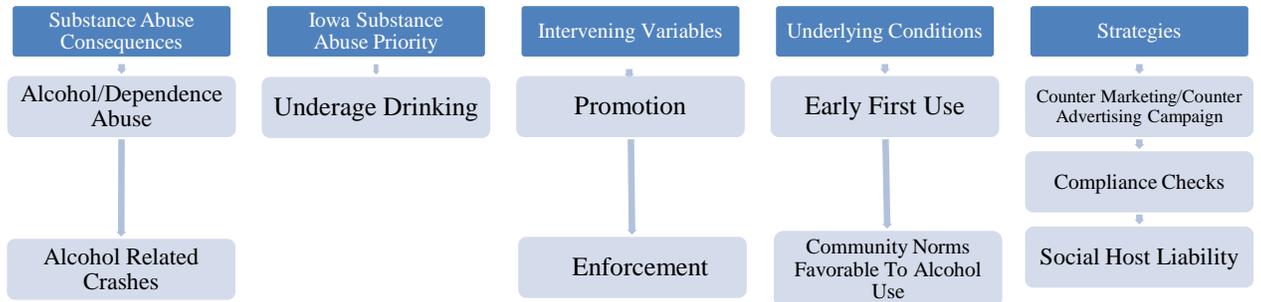
In 2008, 25% of all fatal crashes in Monona County were alcohol related, compared to a state rate of 19.4%. The Alliance feels that this reflects a problem in the county. Therefore, the Alliance has decided to partner with Jackson Recovery Centers Comprehensive Substance Abuse Prevention Staff to provide Responsible Beverage Service Training (RBST), using the Training for Intervention ProcedureS (TIPS) curriculum, to businesses that serve alcohol. This strategy will help to reduce binge drinking in the county. SPF-SIG monies will be used for coordinating, advocating, promoting, and evaluating the RBST program.

The SPF-SIG Coordinator will engage the target population in the strategy by visiting with local convenience and grocery store business owners. The SPF SIG Coordinator will explain the benefits of completing the TIPS training, such as saving their businesses money with insurance breaks and how fully training their staff is beneficial for their businesses. A committee, made up of local business owners and coalition members and organized by the SPF SIG Coordinator, will also be utilized throughout the process to keep the target population engaged and also to give ongoing feedback. The SPF-SIG Coordinator will also work with local insurance agents to educate businesses on possible insurance breaks for participating in the training. A letter of invitation will be sent out to all businesses, in hopes of them participating. The letter will state what the TIPS training is, how it will benefit them, and encourage their participation. The trainings will be offered quarterly for all businesses at an off-site, central location, due to the small size of the establishments and high turn-over rate of their employees.

In Monona County, quarterly incentives for participation will include congratulatory letters sent to businesses that receive training and certification, as well as press releases and articles printed in local newspapers each quarter featuring those who have chosen to participate in the RBST trainings. The Alliance stated in discussions about RBST that this type of recognition truly is an incentive in their rural County, stating that everyone reads the paper and that the papers are the main way business and events are promoted.

Dosage: Trainings will be promoted to 100% of businesses that serve or sell alcohol in Monona County, and 50% (18 businesses) participating.

Monona County Logic Model: Underage Drinking



Counter Marketing/Counter Advertising Campaign Intervening Variable- Promotion

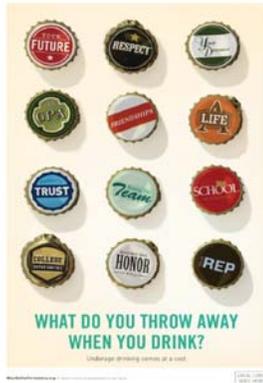
The Alliance has chosen *Early First Use* as the underlying condition for the Counter Marketing/Counter Advertising Campaign strategy, which contributes to the consequence of *Alcohol Dependence/Abuse*.

Data from the Iowa Youth Survey (IYS) states that 34% of 11th grade students reported drinking alcohol within the last 30 days. The survey shows 13 percent of 6th grade students report that their first use of alcohol was at or before age thirteen. The calculated age of onset derived from 2010 IYS data for 8th graders in Monona County is 11.5 years old. The community feels this reaffirms that alcohol is being made available to youth and they are able to obtain it. Therefore, Monona County believes that many students are trying alcohol at a very young age and feel that it is a problem that needs to be addressed.

MCCA also believes there is a large amount of alcohol promotion locally in the community from various media sources, such as advertisements in the local papers and on television, which encourages drinking. According to the American Academy of Family Physicians (AAFP), before graduating high school, students will spend about 18,000 hours in front of the television—more time than they will spend in school. During this time they will watch about 2,000 alcohol commercials on television each year. Alcohol advertisements also reach youth through other various media, such as billboards, magazines, sports stadium signs, and on mass transit such as subway and bus systems. In all, youth view 45% more beer ads and 27% more liquor ads in magazines than do people of legal drinking age. Alcohol companies spend nearly \$2 billion every year on advertising in the United States. Between 2001 and 2007, there were more than 2 million television ads and 20,000 magazine ads for alcohol products.

Since it is shown that heavy advertising efforts lead to significant youth exposure, the Alliance has elected to utilize the counter marketing/counter advertising campaign developed for the Iowa Department of Public Health to raise awareness about underage drinking. Alliance members viewed the campaign and decided on what they felt were the most effective strategies

for implementation in their county. Members will meet with local media to discuss advertising and placement options. The media campaign, shown below, targets youth ages 13-16. The “Bottle Cap” campaign is easy to grasp and sends a strong message of how drinking can affect their lives.



All of the schools will participate in distribution of the campaign materials. There are three high school districts in the county: West Monona, Maple-Valley, and Whiting. Campaign materials will run on the schools’ websites for one month out of each year and will also be placed in newsletters for monthly distribution. Posters will be hung in local businesses and places where youth gather, such as bowling alleys, movie theaters, and restaurants.

Campaign materials will also be placed on pizza delivery boxes throughout summer months each year, since this is when the restaurants have the highest volume in sales, according to reports from the businesses. Each week, a new pizza establishment will be the focus. Several establishments in Monona County will participate in this plan. Participating businesses will have campaign materials on the lid of each pizza box or attached with coupons. A total 100% of pizza deliveries and pick ups on Friday, Saturday, and Sunday night will get campaign material information. The Alliance feels strongly that this strategy will reach the target population of adolescents, especially given the media campaign committee’s findings. The campaign was created using extensive research done by the advertising firm contracted by IDPH. The MCCA media campaign committee conducted interviews to assist with the media strategy and reported that youth age 13-16 feel there is “nothing to do in the town except hang out at other teenagers’ houses, play video games, and order pizza.” The committee also interviewed local pizza establishments and found that the majority of orders are made by teenagers.

The following is an average number of pizza deliveries for each of the establishments we have approached:

- The Pizza Hut in Onawa has typically 14-30 pickup or delivery orders.
- Dan’s Pizza averages 10-40 pizzas a weekend, which include pick-up and delivery. They will deliver to the following towns: Whiting, Blencoe, Turin, and Onawa.

- The Casey's Carry Out pizza will have between 8-25 pickups on any weekend as an average. They do not deliver.

Another campaign component that will be utilized is 4x6 inch stickers which will be placed on cases on beer in local convenience and grocery stores. The stickers will display the "Bottle Caps" poster graphic from the IDPH approved media campaign. This will target the majority of the minors who are purchasing alcohol, as well as those who are taking alcohol from their parents' refrigerators. 500 stickers will be purchased each year for the life of the grant.

Display cases in community centers are available and will be used to display the poster of the underage campaign. These will be displayed for the remainder of the grant.

When conducting focus groups on the campaign to determine best placement, it was found that many of our target audience, ages 13-16, are active internet users. Therefore, Facebook ads will be utilized by the Alliance. Internet ads displaying the IDPH approved underage drinking campaign materials will be run randomly throughout the day and were selected to target Facebook users who have indicated that they are between the ages of 13-16, and that they live in Monona County on their profiles.

Dosage: 50% of Monona County's 13-16 year old residents will be made aware of the state's counter marketing/counter advertising campaign through avenues such as print ads, Facebook ads, stickers, and flyers with adhesive.

Compliance Checks Intervening Variable- Enforcement

The Alliance has chosen *Community Norms Favorable to Alcohol Use* as the underlying condition for the strategy of Compliance Checks which contributes to the consequence of *Alcohol Related Crashes*.

The data from the County Assessment Workbook (CAW) states that nearly 50% of 11th graders in Monona County admitted to having a drink within the last 30 days. This is high when compared to the state number of 35.6%. Of the students in Monona County, almost 58% responded that it was easy or very easy to access alcohol, compared to the state rate of nearly 55%.

MCCA feels youth are able to purchase alcohol at commercial outlets. The perception of the Alliance is that, as a result of little or no enforcement, individuals who look younger than age 21 can buy alcohol without showing age identification. The Alliance has determined that compliance checks may be the most effective method for enforcing age-of-sale laws and decreasing the commercial availability of alcohol to youth. A compliance check is a tool used to identify establishments that sell alcohol to underage youth and to enforce state criminal statutes, local administrative ordinances, or both and to identify, warn, and educate establishments that serve or sell alcohol to underage youth.

The Monona County Sherriff's Department does not conduct any alcohol retail compliance checks. The Iowa State Patrol had previously conducted compliance checks from October 2010-August 2011. A total of 19 businesses with liquor licenses were visited and two businesses failed the check. The Iowa State Patrol had conducted these checks because there was no funding locally for the county to do them. The Iowa State Patrol confirmed that they no longer have funding for compliance checks in Monona County.

The SPF-SIG Coordinator and MCCA have aligned with the Iowa State Patrol in order for compliance checks to be conducted. The State of Iowa Alcohol and Beverage Division says there are 36 on-premises and off-premises liquor licenses in Monona County. However, the target for compliance checks will be the liquor stores, convenience stores, and grocery stores, which are 12 of the liquor license holders in the County, because the Iowa State Patrol will not check bars or restaurants due to the concern of safety for the under-aged minor. The 12 businesses categorized as liquor stores, convenience stores, and grocery stores, all will be checked by Iowa State Patrol.

SPF-SIG monies will fund the compliance checks costs, officers' overtime, stipend to youth, and coordinator time to organize these activities. The coordinator will also collect and process data from the checks, present results to the appropriate governmental bodies, utilizing printed visuals aids to share date and results in these meetings. The youth who will assist in conducting these checks will be chosen by the Iowa State Patrol.

Each of the 12 liquor license retailers will have two compliance checks done each year for the life of the grant in Monona County. However, if a business fails, there will be an automatic additional recheck that year. The Alcoholic Beverage Division and IDPH recommend two compliance checks per business, per year, and this is the recommendation that will be followed by the Iowa State Patrol and MCCA.

Newspaper articles will be written and letters to businesses will be sent twice per year to announce the compliance checks that will be conducted in the county. This will help educate the citizens and eventually gain support for the project. This strategy will be publicized over the course of the plan and businesses in compliance will be recognized in local newspapers and MCCA meeting minutes distribution list. This is an extensive list of key stakeholders and community members. Congratulatory letters from MCCA will be sent to businesses that pass the compliance checks.

Dosage: 100% of the 12 off -premises liquor license holders who are categorized as liquor stores, convenience stores, or grocery stores will be checked twice each year for the duration of the grant by Iowa State Patrol.

**Social Host Liability
Intervening Variable- Enforcement**

The Alliance has chosen *Community Norms Favorable to Alcohol Use* as the underlying condition for the Social Host Liability strategy which contributes to the consequence of *Alcohol Related Crashes*.

A parent survey conducted in fall 2011 by the SPF-SIG Coordinator and partnering schools shows support for a Social Host Liability law in Monona County. Of those surveyed, 3% of parents/guardians felt it was okay for underage children to consume alcohol at home in an unsupervised setting as long as they stayed home. Community norms favorable to alcohol use is an underlying condition for Monona County. This is demonstrated by the fact that 25% of the adults surveyed state that alcohol consumed in front of their child on a regular basis. Additionally, almost 87% of the adults feel there should be stiffer penalties for parents who provide alcohol to minors for parties. This validates the information gathered in the Monona County Assessment Workbook, (CAW) for past 30 day use of alcohol by 11th graders where it is found that in Monona County is the rate is 46.4% versus the state rate of 35.6%.

In order to build the county's readiness, MCCA will partner with the Jackson Recovery Centers Comprehensive Substance Abuse Prevention Staff and other community groups to provide information and education to the community about the consequences of having underage drinking events on their property and to explain and define social host liability.

Research indicates that most underage drinking takes place in private settings such as house parties. Social host laws and ordinances can be used to reduce the social availability of alcohol by combating underage drinking parties. Social host liability law holds individuals (non-commercial environments) responsible for underage drinking events on property they own, lease, or otherwise control. This demographic of adults over the age of 21 in Monona County who are property owners/renters will be the target population. Depending on the state and local jurisdiction, hosting of a party on private property at which an underage drinker becomes intoxicated could result in three distinct types of liability against the host: social host criminal liability, social host civil liability, and recovery of response costs. The type of Social Host ordinance that will be recommended is a County Civil Citation ordinance.

Local support is essential to passing county-wide ordinances, so in the initial stages of this strategy, MCCA will create one workgroup with representatives from the city and county, attorneys, law enforcement, parents, high school students, as well as concerned community members. The group's tasks will be to research current ordinances, talk with other counties in Iowa about social host liability, draft an ordinance, and gain support from the community to pass an ordinance for the county. Existing ordinances from other counties will be collected and shared with the Board of Supervisors and County Attorney. The workgroup will also facilitate educational presentations before the policy is proposed and implemented. This will provide information, answer questions, explain Social Host Liability, and tell people how they can become involved. These presentations will be organized through the workgroup and MCCA.

The SPF-SIG Coordinator will work with County officials as a means to raise awareness and gain support for this strategy. By working with the Board of Supervisors to approve this ordinance, property owners' and renters' awareness will be raised, which is our target audience. The MCCA will present a draft of the county civil citation ordinance to the Monona County Board of Supervisors for approval. Once the policy has been approved and is in place, each city will enforce this law, thus encouraging parents and property owners not to host parties, and therefore reducing underage drinking.

Parents of high school students in Monona County, approximately 1,000 adults, will receive a document to inform them of what Social Host Liability is and how ordinances can make kids and adults accountable. MCCA will also pass out fliers to local businesses and conduct four organizational presentations the first year of implementation that will support this effort in the community as well. The educational presentations provide information about Social Host Liability, answer questions, and discuss ways others can be involved. The progress of the local ordinance will be publicized in local newspapers and MCCA meeting minutes throughout the life of the grant.

Dosage: 100% of adults 21 and over who own or lease property in Monona County will be covered by the social host ordinance.

Assessment of capacity
Plans to build capacity to implement and sustain strategies

When analyzing the Readiness Surveys from the Tri-Ethnic Readiness Survey for Monona County, the scores for Underage and Binge Drinking, were 2.5, which falls under the **Denial/Resistance** stage. The denial/resistance stage means that some community members recognize that the issues of binge drinking and underage drinking are concerns, but there is little recognition that the problems might be occurring locally.

The Jackson Recovery Centers Comprehensive Substance Abuse Grant Prevention Staff is working with MCCA to approach and engage youth and adults about underage and binge drinking. Comprehensive Substance Abuse Grant Prevention Staff will conduct programs with youth and adults to raise awareness about these two problem behaviors and help them understand that these problems are issues in Monona County. MCCA has many members at the table who provide the prevention staff with avenues for presentations.

Media advocacy will be critical in efforts to increase capacity. MCCA will partner with local media to print and distribute information about MCCA meetings in order to encourage more members of the community to participate in the Alliance. All county newspapers will also print information on Town Hall meetings and share the positive outcomes of these meetings and the SPF SIG efforts, which will help to inform the community and promote involvement in the project and the Alliance.

To help Alliance members and community partners address capacity and reach a higher state of readiness, the SPF-SIG Coordinator will continuously attend and present information at City Council, County Board of Supervisors, and School Board meetings. At the meetings, the grant will be explained, and members encouraged to recognize the problem and be a part of the SPF SIG process. The local school district staff and students will support SPF SIG and building capacity through participating in focus groups, by promoting Town Hall meetings, and conducting youth/adult surveys.

For each of the strategies, MCCA will work with the target populations, media, school board members, law enforcement, parents, students, and community members to reduce underage and binge drinking among Monona county's youth and adults. This engagement of the target population and other sectors throughout the grant will assist with sustainability by ensuring a large, diverse cross-section of the county is involved and invested in making a change with regard to underage and binge drinking.

MCCA seeks to engage stakeholders from various organizations and individuals that reflect our target populations on an ongoing basis. The target populations of the strategies included in this plan will be included in the implementation process through focus groups through individual discussions, invitations to meetings, involvement in planning and decision making, and the continuous awareness efforts of the MCCA and SPF-SIG team. The other key groups of stakeholders that the Alliance will invite and engage are hospital administration, city officials, law enforcement, and school board members. While the structure of MCCA is reworked, a consistent focus will remain on the SPF SIG strategies and on positive outcomes

with the existing Alliance members. Ongoing encouragement to mobilize the community as a whole is needed. Through Town Hall meetings, media advocacy, and information sharing about the strategies, investment will be created, followed by action.

The SPF-SIG Coordinator and other MCCA members will recruit new members into the coalition through one-on-one visits to businesses and organizations to encourage those with interest to attend MCCA meetings. The MCCA will continue ongoing discussions about who needs to be around the table to help make a difference.

The Alliance will continually meet to identify key people in the community from various sectors that would be a fit for the coalition. These individuals will be approached by the MCCA using letters, phone calls, and in person invitations asking these individuals to join. Invitations will be printed in newspapers around the county to let people know that everyone is invited and welcome at these meetings.

In order to sustain the SPF SIG efforts, the Alliance is working with Monona County Public Health to create a steering committee and work groups, including a SPF SIG work group, within the MCCA Alliance. This will help the Alliance accomplish more tasks and stay focused on the goals at hand, including reducing underage and binge drinking. These work groups will include members of our target population, therefore involving them with every step of each strategy. By-laws will be established, as well as positions such as secretary and president, to add more structure. New members will be continually sought for the Alliance, including individuals who represent the target age groups of adolescents 13 -16 years of age and adults ages 18-22, city and county officials, parents, youth, and military representatives. The enhanced structure that is in the process of being created by MCCA and Public Health will be effective as a means to sustain the mobilization efforts begun by the SPF SIG project.

The Alliance will be involved in ongoing meetings that focus on sustaining SPF SIG efforts. MCCA will ensure sustainability for the binge drinking and underage drinking counter marketing/counter advertising campaign by asking local sign and print companies to continue to print and display the campaign material, even after the grant has ended.

RBST will be sustained by Jackson Recovery Centers Comprehensive Substance Abuse Grant Staff after the grant has ended. Trainings will continue to take place quarterly in the county and the Comprehensive Substance Abuse Grant Staff will work with community members to ensure that appropriate incentives are provided for participating businesses.

Compliance checks will be sustained by the Iowa State Patrol if funding can be obtained to do so. The coalition will encourage and assist the Iowa State Patrol in making it a priority to find funding to sustain this strategy. The ongoing compliance checks will be supported by the coalition and the law enforcement members that attend MCCA.

Social host liability will be sustained through ongoing media advocacy and support of MCCA and its members. The members of the work group for this strategy will continue to meet after the SPG SIG grant ends and focus on raising awareness about this ordinance, as well as communicate with law enforcement to ensure the ordinance is being enforced in Monona

County. The county attorney will also review this policy and assist MCCA and law enforcement in ensuring the ordinance is sustained. MCCA will work with Jackson Recovery Centers Comprehensive Substance Abuse Grant Staff to provide educational trainings to community members and parent groups about the dangers of underage drinking and the consequences of hosting a party where underage people are drinking. This will result in awareness and support for the ordinance and help to change the norms in Monona County that underage drinking is acceptable.

Cultural Competency

The Monona County Assessment Workbook data suggests that almost 97% of Monona County residents are white, non-Hispanic. Nearly 50% of residents are female, 6.5% are ages 18-24, and approximately 13% have an education level of a bachelor's degree or higher. It is also important to note that almost 14% of Monona County residents are living in poverty, about 6% receive food assistance, and the median household income is \$41,009, which is below the average for the State of Iowa.

The Alliance will focus on addressing the needs of various cultural groups represented in Monona County. The county is dominantly Caucasian, however the MCCA will focus on learning more about the Hispanic population, as they state that they recognize this ethnic group is growing in the county MCCA will also work to develop coalition literature written in Spanish. With almost half the population being female, the Alliance will focus on men and women and their different learning styles as media campaign components are distributed. Many people in the community are living in poverty and receiving assistance. MCCA will work in partnership with other programs that serve this socioeconomic class to encourage their participation in the Alliance, as well as assist in the creation of services such as childcare during meetings, so those who cannot afford childcare are able to attend.

The MCCA is committed to working towards cultural competency. The Alliance will work closely with all agencies and businesses in the county that agree with the Alliance's mission and values. The Alliance recognizes the need to include a broad section of the population and include organizations that represent various cultural groups. It is vital that we learn more about cultural competence and make this topic an important piece within our Alliance's values. MCCA will discuss ways to build competency by listing this as an agenda item at meetings twice per year. This will also be accomplished through workshops and trainings.

The MCCA recognizes that the involvement of each target population is an important piece of the planning, implementation, and decision making components for each SPF SIG strategy. Involvement of the 13-16 year old and 18-22 year old target populations in the implementation process of the counter marketing/counter advertising strategies in a meaningful way will create investment for these groups, as well as ensure that the decisions made about campaign placement are driven by their feedback so that the ads will have a significant impact on the target populations. MCCA will also elicit feedback from these target populations about the campaign components and their opinions on materials. With these target populations engaged and involved, it is more likely that the strategy and the campaigns will gain the support of more

individuals within the target populations, as well as get the attention of groups such as school administration and county and city officials.

The target population of liquor license holders will be involved in the implementation process of the RBST strategy by assisting by deciding where trainings should be held and by providing feedback about the trainings to ensure the trainings are impactful and helpful for them and their staff. These liquor license holders will also be involved in the implementation of compliance checks strategy. Business owners that hold liquor licenses in Monona County will be asked to assist with deciding what incentives should be used for businesses that pass compliance checks. This information will be shared with the City and County officials to advocate for the importance of incentivizing businesses that do not sell alcohol to minors.

To involve the target population of property owners and renters in the county in the implementation of social host liability, the work groups discussed earlier in the paper will be used and will assist in decision making during implementation. The work group will also assist with gaining with the support and involvement of the community as a whole. The more property owners/renters and parents that participate in making plans to pass a county-wide ordinance, the more likely it will be that the ordinance will be obeyed and supported after it has been passed.

The SPF SIG will assist Monona County in implementing the strategies addressed in the plan. The Alliance believes that this strategic plan provides a framework and format that will result in positive outcomes and reduce underage alcohol use and binge drinking in Monona County.

For more information about the sources cited please use the following links:

Monona County Assessment Workbook (CAW) - [Monona CAW](#)

For more information on the Media Campaigns created by the Iowa Department of Public Health, please use the following links:

Underage Drinking Campaign- [What Do You Throw Away](#)

Adult Binge Drinking Campaign- [Stay Classy](#)

For more information on the Monona County Community Alliance, please contact

ISU Extension, 712.423.2175, Cheri Hardison

Burgess Health Center, 712- 712-423-9354, Claudia Boss

Monona SPF-SIG Coordinator, 712-234-2378, Holly Keegan