

PreventionFIRST!  
2020 Coalition Academy



# Sustaining Youth Coalitions

**Tara McGuire, CPS**  
New Vista Prevention Center

# PreventionFIRST!

## 2020 Coalition Academy



### Housekeeping Notes:

- Continuing education will only be awarded for those who view the live session
- You must attend the entire training to receive continuing education hours
- Post event evaluation surveys are required to receive continuing education
- For Social Work/Mental Health Counselor credits you must provide your license number in the post event evaluation survey
- For CHES credits, you must provide your CHES ID in the post event evaluation survey
- You will receive your certificate for continuing education by email within **30 days** of this training.



**KYAlcoholPrevention.org**

**Feature Project: Sticker Shock**

*Objective: Reduce youth access to alcohol*



**safer community  
festivals**



**Youth Worksheets, Games & Activities**

Parents: You are the Greatest Influence in your Children's Lives

Underage Drinking can cause permanent damage to the developing brain, as lead to injury or even death  
Keep Alcohol Away from You It's the Law, and Your Responsibility  
Funded by Franklin County ADAP  
Capital City Youth Coalition for Action 21



**Higher Ed**



**Binge Drinking**

***Lessons Learned: How to Sustain & Motivate a Successful Youth Coalition***

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Facebook.com/KYPrevention  
Twitter.com/KYPrevention

**WWW.KYALCOHOLPREVENTION.ORG**



# KYAlcoholPrevention.org

***“Every great dream begins with a dreamer.  
Always remember, you have within you the strength,  
patience and the passion to reach for the stars,  
to change the world.”***

***-Harriet Tubman***

**ENHANCE**

Find prevention projects and initiatives from governmental and community-based organizations.

**EMPOWER**

Commonwealth of underage drinking through community-based support.

**SHARE**

Learn about good ideas you can use from other communities across Kentucky.

**PREVENTIONWORKS-ENHANCEIT!**

# ADDICTION RISK FACTORS

1. FAMILY HISTORY
2. AGE OF ONSET/ EARLY DRINKING
3. CHILDHOOD TRAUMA
4. SOCIAL ENVIRONMENT
5. MENTAL ILLNESS



Do you  
work with  
a youth  
coalition?

YES

IN PROCESS

NO

# **STARTING A YOUTH COALITION**

*Pre-Existing or New Group*

# **RECRUITING THE YOUTH**

*What's in it for me?*

# **IDENTIFY THE PROBLEM**

*Let It Guide Your Solutions*

# **TRAINING THE YOUTH**

*21 Risk Factors & Strategy Selection Activity*

# **SUSTAINABILITY**

*Recruitment, Recognition, No Use Policy*

# STARTING A YOUTH COALITION

## Option #1: Pre-existing Group

### How to get long-term buy-in:

1. Get to know their mission
  - \* *Show them how a partnership benefits them*
2. Volunteer at one of their events, or ask to attend a meeting

\* *CHAT BOX: What youth groups have you partnered with?*



# STARTING A YOUTH COALITION

## Option #1: Pre-existing Group

### Benefits:

1. Stability
2. +Reputation/ Well-known
3. Have youth
4. Have a committed adult/s

*POTENTIAL DRAWBACK:* *They may see S.A. as a short-term focus, when long-term action is needed*

# STARTING A YOUTH COALITION

## Option #2: New Group

1. Recruit the youth
2. Find the right adult sponsor  
*\*See Handout #1*
3. County-wide or school-based
4. Meeting location & time  
(Virtual?)

# STARTING A YOUTH COALITION

## ACTIVITY:

**Think about an activity you were involved in during high school or a volunteer group you're involved in now, and why you stay/stayed involved?**

*(Ask for a volunteer to share)*

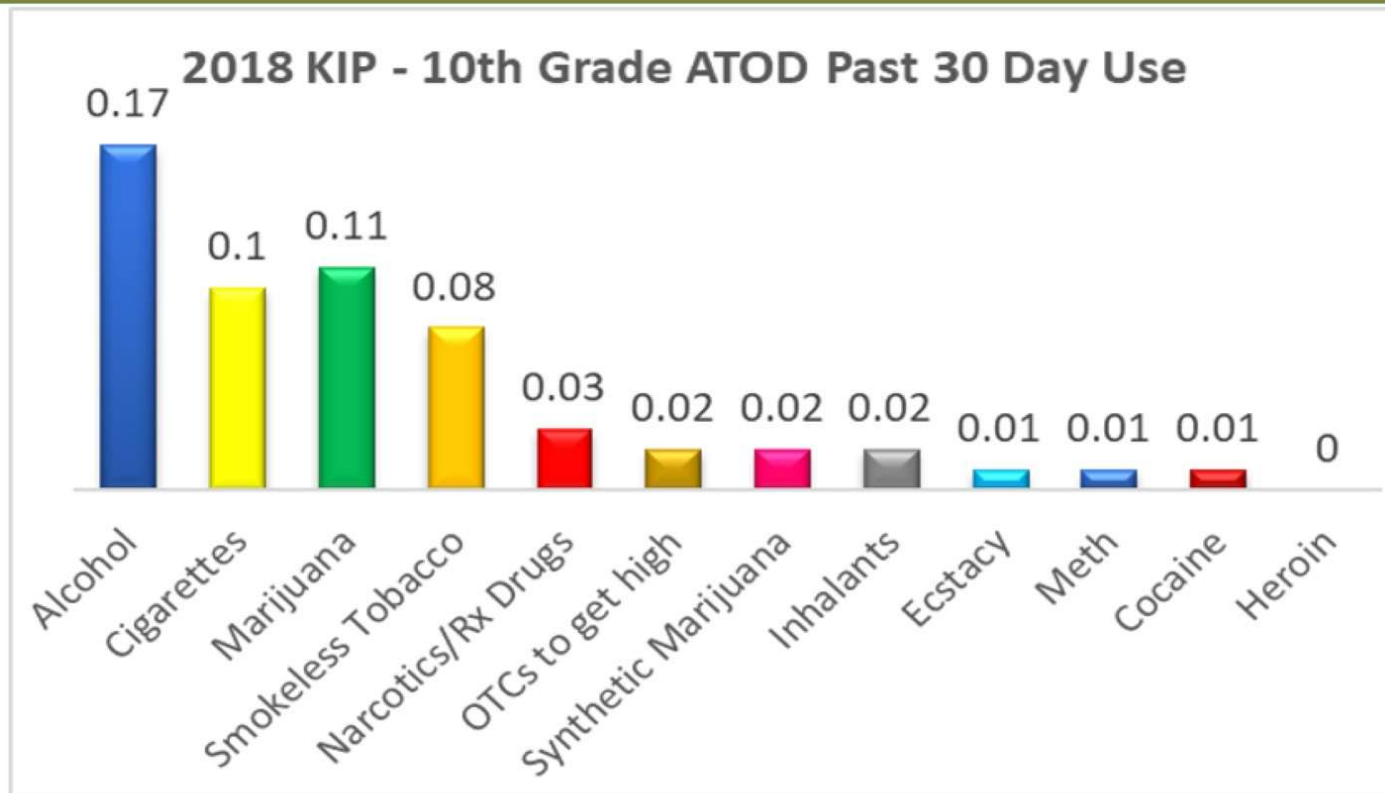
# RECRUITING THE YOUTH

*What's in it for me? (See Guide PG. 3)*

1. Build your resume ← **HANDOUT #2: Officer's List**
2. Achieve/ compete for state and national recognition
3. Increase your network of friends ← **Bring a Friend Drawings**
4. Volunteer in a role that will focus on utilizing your strengths
5. Community Involvement
6. Participate in a team atmosphere
7. Take the lead in projects that matter to you, and create a positive impact in your community and state
8. Gain experience in public relations, radio and television, marketing, social networking, prevention, public policy, law enforcement, public speaking, management, research and data, grants, mentoring, interview skills, and education

# IDENTIFY THE PROBLEM

## *LET IT GUIDE YOUR SOLUTIONS*



**\*See Handout #5: Training a Successful Youth Coalition:  
Quick Reference Local Data Points Handout, pages 4-6**

# TRAINING THE YOUTH



## RISK FACTORS

PROVEN STRATEGIES TO  
REDUCE UNDERAGE DRINKING TRAINING

\*See Handout #5: Training a Successful Youth Coalition, pages 4-6

\*See Handout #6: 21 Risk Factors Activity, pages 7-8

# ACCESSING YOUR COMMUNITY

## 21 RISK FACTORS ACTIVITY

1. As an individual, place a colored dot beside the top 3 risk factors you feel **MOST** contribute to youth alcohol use in your community. **(5-mins)**
2. As a team, rank the top 5 (#1= greatest concern) risk factors from the list below **MOST** contributing to youth alcohol use in your community. If a risk factor is missing from the list, you may add it. **(5-minutes)**

\*See Handout #6: 21 Risk Factors Activity, pages 7

# **“NOTHING ABOUT US, WITHOUT US”**

**CHALLENGE:** *Adults may think they know what youth want, & what is “best” for young people.*

**YOUTH ENGAGEMENT** *happens in youth-adult partnerships structured so both groups **CONTRIBUTE, TEACH & LEARN** from each other.*

\*See Handout #7: Youth-Led Alcohol Prevention Strategies, pages 9-11





**PROJECT:** Youth meet with community leaders to implement alcohol policies at community festivals.

**GOAL:** To reduce availability of alcohol to youth under 21 and provide a safer environment for attendees.

# safer community Festivals

## Tip Sheet

- Establish a non-drinking area for families and youth.
- Use cups for alcoholic beverages that are easily distinguishable from non-alcoholic ones.
- Stop serving alcohol one hour before closing.
- Sell food and non-alcoholic drinks, and provide free or low cost water.
- Work with local law enforcement to implement High Visibility Enforcement measures.

[KYAlcoholPrevention.com/Projects/Festivals/](http://KYAlcoholPrevention.com/Projects/Festivals/)

# Meals & Memories

[KYAlcoholPrevention.com/projects/meals-memories-project/](http://KYAlcoholPrevention.com/projects/meals-memories-project/)

**Rationale:** Studies show a primary protector factor among kids who avoid high-risk behaviors and do well in school is eating meals regularly with their family. Family meals provide a place to belong, a sense of identity, a break from separation caused by individual activities and a rhythm for healthier lifestyle patterns.

**Campaign Duration:** 8 weeks

**Campaign Challenge:** Encourage families to sign a pledge to have 3 or more meals together per week for the duration of the campaign (8 weeks). Pledge cards will be on display somewhere publicly (library? city hall?) as a visible sign of community involvement.



# ALCOHOL & THE ATHLETE

[KYALCOHOLPREVENTION.COM/PROJECTS/COACHES-INITIATIVE/](http://KYALCOHOLPREVENTION.COM/PROJECTS/COACHES-INITIATIVE/)

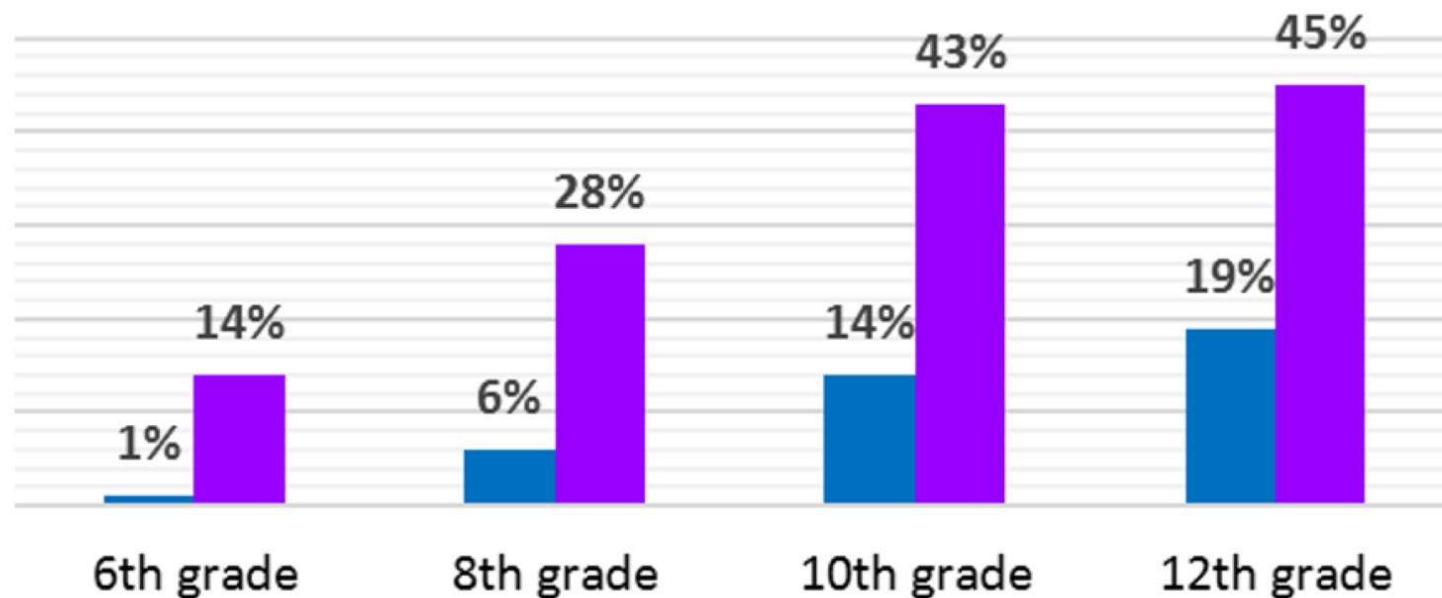
**A Training for Coaches About the High Risks of Alcohol  
& Substance Abuse by Student Athletes with  
Prevention Strategies They Can Use!**



## WHAT CAN BE DONE? → SOCIAL NORMS

### 2018 RPC12 KIP - Self vs. Peer Alcohol Use

- Alcohol Use (lifetime) Self Reported Regular Use
- Alcohol Use (lifetime) Perceived Peer Use by  $\geq 1$  Peer/s



# *“The Power of Positivity” Social Norms Campaign*



*PSAs*

*Print  
Media*



*SOCIAL MEDIA*

*WKYT Interviews*

**WE MAY BE RIVALS, BUT WE ALL AGREE...**



**WE SPIKE ACES, NOT DRINKS.**

*Campaign sponsored by Estill/Powell Agency for Substance Abuse Policy*

# HIDING IN PLAIN SIGHT

S.O.S. (SAVING OUR STUDENTS) YOUTH COALITION TO HOST EDUCATIONAL EVENT FOR ADULTS FOR LEARNING WAYS TO ADDRESS COMMUNITY'S SUBSTANCE ABUSE PROBLEM AMONG YOUTH



## ***Mock Teenage Bedroom***

An educational and interactive presentation provided by KSP, where parents and caregivers can physically explore a mock teenager's bedroom to learn to identify signs of risky behavior and ways youth could conceal drugs and alcohol.

**HIDING IN PLAIN SIGHT**  
TEENAGERS  
DRUGS AND ALCOHOL  
ROBERT.PURDY@KY.GOV  
@TPRPURDY  
859-623-2404  
*Just a little DAB will Do Ya!*

S.O.S. (SAVING OUR STUDENTS) YOUTH COALITION

# Sticker Shock

*Objective: Reduce youth access to alcohol*

Parents: You are the Greatest  
Influence in your Children's Lives

*Underage Drinking can  
cause permanent damage  
to the developing brain, and  
lead to injury or even death.*

**Keep Alcohol Away from Youth.  
It's the Law, and Your Responsibility.**

Funded by Franklin County ASAP and  
Capital City Youth Coalition for Alcohol Education

Unlawful Transaction with a  
Minor/ Providing Alcohol to  
a Minor

**CLASS A MISDEMEANOR**

90 Days up to 1 Year in Jail  
up to a \$500 fine



[KYAlcoholPrevention.org/Projects/Sticker-Shock](http://KYAlcoholPrevention.org/Projects/Sticker-Shock)



# Environmental Scans

[www.kyalcoholprevention.com/projects/sticker-shock/](http://www.kyalcoholprevention.com/projects/sticker-shock/)

In Kentucky, is it..... LEGAL or ILLEGAL

to place alcoholic beverages  
like Tilt or Joose in the  
same cooler as  
non-alcoholic beverages  
like bug juice or red bull ?



OUTCOME: In-store policies were changed

# APPLYING WHAT YOU'VE LEARNED

## STRATEGY SELECTION ACTIVITY

**STRATEGY #1:** \_\_\_\_\_

**Which risk factor/s will this strategy address?**

• RELATED RISK FACTOR: \_\_\_\_\_

• RELATED RISK FACTOR: \_\_\_\_\_

**Does your youth coalition have the resources to conduct this strategy during the school year?**  Yes  No

**Why did you select this strategy in your community?**

**\*See Handout #6: 21 Risk Factors Activity, pages 8**

# SUSTAINABILITY

1. Selecting a Sponsor *\*Handout #1, pg 2*
2. Recruitment *\*Handout #3, page 3*
3. Training *\*Handout #5, pages 4-6*
4. Youth Recognition *\*Handout #4, page 4*
5. No Use Policy

*\*Handout #8 - signed by youth & parents, page 12*



**CHAT BOX: How  
are you continuing  
to engage youth  
coalition members  
during COVID?**

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Questions?

# PreventionFIRST!

## 2020 Coalition Academy



### Post Training Info:

- Please complete the evaluation survey in the post event email.
- The recording and supplemental materials will be available on the PreventionFIRST! website under **TrainingHUB**.

• **STAY CONNECTED:**  [@PreventionFIRST](https://www.facebook.com/PreventionFIRST)

 [@PrevFIRST](https://twitter.com/PrevFIRST)

[prevention-first.org](https://prevention-first.org)