

**YOUTH AND FAMILY ADVISORY BOARD**  
**Partnerships For Success Coalition**  
 Meeting Notes  
 March 7, 2011

**Attendance:** Jackie Carlino, Gene Holmes, Mike Imbro Wali Kadeem, Denise Nalezynski, John Popik  
**Staff:** Tammy Trojanowski, Denique Weidema  
**Guests:** Jan Laster, RYASAP

**Welcome**

The Coalition meeting was called to order at 6:10 p.m.

**Grant Updates**

**Compliance Training**

Possible dates for compliance training for on-premise restaurants and off-premise alcohol retailers are being investigated with the help of Jackie Carlino. The Chief is open to hosting the trainings at the Police Department once dates are finalized.

**The Importance of Family Dinners**

Thanks to coalition feedback, the presentation, **The Importance of Family Dinners**, is being revised to address additional ways parents and their children can communicate (i.e. text messages, making time to talk when best befits family needs, etc.)

**Changing the Way We Talk About the Problem: Social Marketing  
Creating Our Talking Points**

The coalition began the discussion by looking back to the 2008 SEARCH survey to answer the following questions:

- What is the 30-day use rate?  
**Answer:** 33%
  
- How many students are not drinking?  
**Answer:** 69%
  
- What are the consequences of underage drinking in our community?  
**Answer:** *Legal liabilities if provided on public/ private property, arrest, if involved in school sports a portion of activity time is taken away.*

<b>Age of onset</b>	Age 12-18% Age 13- 17% Age 14-13% Age 15-34% Never-17% (Search, 2008)
<b>Frequency of use in the past 30 days</b>	33% (Search, 2008)
<b>Perception of risk or harm</b>	By the time youth are ready to graduate high school, 39% of high school seniors ridden with a drinking driver three or more times in the past 12 months (Search, 2008).
<b>Perception of disapproval of use by parents</b>	Parents don't perceive alcohol as harmful. 68% of parents think that alcohol use among youth is either "wrong/very wrong". (Search, 2008)

**Controlling the Headlines Exercise**

The coalition also looked back at the data to be able to communicate a positive message to the community. For example, when restating the NOM of 'perception of risk or harm' it can be said, "We know that 61% of high school seniors have the resistance skills to neither ride in a car with someone who has been drinking or has drunk alcohol before operating a vehicle during the past year. Although 39% do report drinking/riding with a drinking driver three or more times in the past 12 months, we look to increase efforts to communicate to young people that there will be zero tolerance for any youth under the age of 21 to possess or drink alcohol."

To wrap the discussion of using talking points to create a message to go forward into the community, talking points should include solutions to the problem, even if they are to occur over time. For example:

- We encourage parents to talk with their teens regularly.



- By making sure our teens can't get their hands on alcohol, we stand to exponentially reduce our teen drinking rates.
- We encourage parents to communicate clear, no-use messages to their teens when it comes to alcohol and other drugs.
- We encourage our teens and adults to report parties where teens may be using alcohol.

Include action steps that the general community member would be able to complete and "feel" as if they contributed to the solution.

- We encourage all residents to remind their local store managers that you appreciate their efforts to keep alcohol out of the hands of teens.
- We encourage all residents to remind teens in their lives that you're proud of their decision not to drink.
- By consuming alcohol in a responsible way as adults over the age of 21, we set a positive example to the young people in our community.

### **Adjournment**

For the April meeting, more discussion will follow about how to form Stratford's talking points. The meeting was adjourned at 7:30 p.m.

Respectfully,

Denique C. Weidema