

# ***Barrington Area Drug Prevention Coalition***

Over the past few months, BADPC has identified root causes of why underage drinking has grown as an issue in the Barrington area. The intent of this exercise is to use these 'root-causes' as a basis for defining a strategy to effectively address underage drinking within our communities. We identified the following root-causes for the underage drinking issue that the Barrington area is currently facing:

## **I. Availability**

- a. Parents not feeling supported in their efforts to not provide
- b. Social stigma (both teens & parents) for not providing
- c. Location of alcohol around the house, locks, trusting, easy

## **II. Enforcement Issues**

- d. Neighbors do not call in suspect parties
- e. Each municipality deals with underage drinking and teen drinking parties in their own way

## **III. Youth Perceive Alcohol Use as the Norm**

- f. Hallway talk at school
- g. Use is set as an example at social gatherings, events, etc.
- h. Socially acceptable among family & friends

## **IV. Ignoring the Risks of Underage Drinking**

- i. Seen as a rite of passage, my roof/my rules, safe drinking at home
- j. Lack of awareness on the health risks & future implications

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## **BADPC Strategy for 2009/10 Year**

Using the above 'root-causes' of underage drinking as a basis, we can now construct specific strategies to address these root-causes. Three initiatives have been identified as possible strategies for 2009/10 BADPC.

### **Parent Education** (*addresses a, b, c, d, i, and j*)

Launch a major marketing campaign to educate the parents about the issues surrounding underage drinking in the Barrington area.

#### **Goals:**

- a. Expand knowledge of the problem in the Barrington area
- b. Expand knowledge of the risks of underage drinking
- c. Expand knowledge of the laws & consequences of underage drinking
- d. Develop a proactive parent resource for parents who want the best for their teen

#### **Tactics:**

- a. **Parent survey.** Develop, distribute, and analyze the level of knowledge of parents on the various aspects of underage drinking.
- b. **BADPC website.** Finish the development of the BADPC website and launch a marketing campaign promoting the site.
- c. **Marketing campaign.** Create and distribute literature to all the parents of District 220.
  - a. Healthier Barrington community survey report
  - b. BADPC tri-fold brochure
  - c. BADPC 1/3-Pager: Myths & Facts, Talking Tips, ...
  - d. Press releases & advertisements for local newspapers

- d. **Public presentations/speakers.** Bring public speakers in to present to parents the risks and dangers of underage drinking, how to talk to teens, etc.
- e. **BADPC road show.** Put together a ‘roadshow’ for BADPC to present to various community groups and government organizations.
- f. **Electronic newsletter.**
- g. **Parent coffees.** Grassroots effort to help parents and community members network and mobilize to address underage drinking and related issues at home and in the community.

### **Stop the Party** (*addresses d & e*)

The most dangerous form of teen drinking, binge drinking, typically happens during teen drinking parties. The Stop the Party initiative attempts to reduce these teen drinking parties and therefore reduce binge drinking among teens in the Barrington area.

#### **Goals:**

- a. Implement a uniform social host ordinance throughout BACOG
- b. Implement an anonymous party call-in procedure throughout BACOG
- c. Implement a marketing campaign to educate the public & stop the party
- d. Coordinate and collect data for routine compliance checks of liquor license holders by local police departments to reduce retail access to alcohol.

#### **Tactics:**

- a. **Social host ordinance.** Work closely with BACOG to get agreement on Uniform Social Host Ordinance throughout the BACOG communities.
- b. **Create party call-in process.** Work closely with BACOG communities to put together an anonymous party call-in process for all BACOG communities.
- c. **Marketing campaign – Stop the Party.** Create a marketing campaign to promote the ‘Stop the Party’ initiative.
- d. **Compliance checks.** Work closely with local police departments to ensure that retail establishments are continuing to uphold the law and not sell to minors. Coordinate media release of businesses that are making a positive impact and do not sell. Coordinate data collection to continually include in community assessment.

### **Coalition Partnering**

Strengthen BADPC’s position in the community and extend BADPC’s reach in the community by building a larger membership in the coalition and developing corporate sponsors.

#### **Goals:**

- a. Extend BADPC’s reach in the community by partnering with key agencies and organizations in the Barrington area.
- b. Develop sponsors/donors from the local business community

#### **Tactics:**

- a. Identify and develop relationships with key agencies/organizations in Barrington area where BADPC could effectively network:
  - a. Barrington Area United Way
  - b. Healthier Barrington Coalition
  - c. H.E.R.E.
  - d. Social/Emotional Learning standards in schools
  - e. School PTO’s
  - f. BAMA
  - g. Rotaries
  - h. Chamber
- b. Develop sponsors/donors from the local business community by pursuing support for specific BADPC initiatives.