



Regional Alcohol Prevention Initiatives

The Council on Alcohol and Drugs has been funded by the Georgia Department of Behavioral Health and Developmental Disabilities (DBHDD) to conduct an *Alcohol Prevention Initiative (API)* in collaboration with local, regional and statewide partners to serve selected target communities located in the following counties in Georgia

Those counties, grouped by DBHDD Region, are:

Region 1

Cherokee
Hall
Gordon
Floyd
Whitfield

Region 2

Barrow
Clarke

Region 3

DeKalb
Fulton

Region 5

Candler
Clinch
Evans
Montgomery
Treutlen
Wheeler

Region 6

Pike
Spalding
Sumter

Why Just Alcohol?

Alcohol kills more kids and young people ages 18-25 than all other drugs combined. Youth ages 9-20 use it more than any other substance. An average of 2,375 people in Georgia die from alcohol-related injuries or illness each year.

“Every Addict is Worth Recovering. Every Child is Worth Protecting.”

Alcohol is the 3rd leading cause of death in Georgia.

In 2010 underage drinking cost Georgia \$1.4 billion.

Three Major Initiative Goals

Goal 1: Reduce the early onset of alcohol use among 9 to 20 year olds (underage youth)

Goal 2: Reduce the access to alcohol and binge drinking among 9 to 20 year olds (underage youth)

Goal 3: Reduce binge drinking and heavy drinking among 18 to 25 year olds

Strategic Prevention Framework



API will use the following 5 Steps in order to achieve the above goals via interventions using the environmental strategy¹.

These 5 steps, guided by cultural competence and sustainability throughout, are:

- Needs Assessment
- Capacity Building (Training and Technical Assistance)
- Strategic Planning
- Implementation
- Evaluation

¹ A strategy which focuses on changing aspects of the environment that contribute to the use of alcohol. Environmental strategies aim to decrease the social and health consequences of alcohol abuse by limiting access to substances and changing social norms that are accepting and permissive of substance abuse.

Per DBHDD guidelines this Initiative will consist of a period of

- assessing the alcohol needs of selected target communities within each county,
- capacity building (training and technical assistance) and
- strategic planning, resulting in an Action Plan (see below) for each county to be submitted to DBHDD for approval.

Community Prevention Alliance Workgroup

Another part of this current effort involves a Regional Program Coordinator from the Council on Alcohol and Drugs convening a Community Prevention Alliance Workgroup (CPAW). The members of this Workgroup will assess local needs via a primary survey and secondary data, build local prevention capacity via training and technical assistance, and develop an **Action Plan**.

The CPAW will consist of the following three sub-groups:

- Epidemiological (Epi) Workgroup (to conduct the Needs Assessment)
- Planning and Operations Workgroup
(to write Strategic Plan and oversee its Implementation)
- Evaluation and Sustainability Workgroup (to Evaluate the Implementation)

Needs Assessment

The alcohol needs assessment will be conducted in selected target communities within each county to determine which goal(s) listed above are most in need of being met in those target communities where the assessment occurred.

Action Plan

The Action Plan will be written by the CPAW referred to above based on the results of the Needs Assessment. The alcohol needs of the assessed target communities found via the Needs Assessment within each county, will dictate the kinds of **environmental alcohol interventions** to be included in each county's **Action Plan**. These Action Plans will, in turn, be submitted to DBHDD for approval.

The Action Plan will contain recommendations for projects, programs and services that each county wants to see implemented. That is one of the reasons why the input of each county will be so important and helpful.