

**Franklin County  
SPF SIG Final Strategic Plan**

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## 1. Executive Summary

After a comprehensive needs assessment was conducted, which included the Youth Risk Behavioral Survey of 8<sup>th</sup>, 10<sup>th</sup>, and 12<sup>th</sup> graders, Alcohol Behavior Survey of young adults ages 18-24, Community Perception surveys, an assessment of restaurants and community events, and focus groups with community adults and young adults, the Focus on Response and Education to Stay Healthy (FRESH) Coalition found that binge drinking and drinking and driving among 18-24 year olds are the largest contributing factors related to the alcohol-related motor vehicle crash (MVC) rate in Franklin County. Specifically, 21-24 year old males were found to represent the highest number of MVCs. The rate per 10,000 of MVCs for this group was 51.0 for 2009-2010 compared to the statewide rate of 34.99. Crashes were concentrated on the 220 corridor between Boones Mill and Rocky Mount which is a heavily traveled area from Roanoke through Franklin County or on Route 40 between Rocky Mount and Ferrum College. It was found that the bulk of the crashes happened in January, July, and December between the hours of 4 pm and 4 am, concentrated in the periods between 4-8 pm and 12-4 am.

Eighty-one (81%) percent of 18-20 year olds reported alcohol use in the past month according to the Alcohol Behavior Survey. The Youth Risk Behavior Survey provided in the schools showed that 61% of high school seniors used alcohol in the past month.

Binge drinking was reported by almost half of all respondents:

- 48% of 12<sup>th</sup> graders,
- 47% of 18-20 year olds,
- 40% of 21-24 year olds.

Driving after drinking was reported by:

- 19% of 12<sup>th</sup> graders,
- 26% of 18-20 year olds,
- 15% of 21-24 year olds.

Data describing the seven intervening variables in Franklin County showed that the top three were 1) law enforcement, 2) low perceived risk and 3) retail availability. Data showed a low number of DUI citations in Franklin County despite the relatively high number of alcohol-related MVCs. Low perceived harm of binge drinking is shown by high percentages of involvement in alcohol games, binge drinking (drinking more than 5 drinks in a short period of time). Retail availability is a concern due to more than half (62%) of the 18-20 year-olds saying they were not asked to show ID when purchasing alcohol in the past 30 days.

The coalition chose these four approved strategies: 1. Sobriety Checkpoints/Saturation Patrols, 2. Compliance Checks, 3. Compliance Surveys, and 4. Mass media campaigns.

1. Sobriety Checkpoints/Saturation Patrols: The FRESH Coalition will work closely with law enforcement to increase the number of sobriety checkpoints and saturation patrols completed.

2. Compliance checks conducted by Virginia Department of Alcohol Beverage Control agents at retail outlets will be supported and reinforced throughout Franklin County.

3. Compliance Surveys will be conducted by volunteers from Ferrum College and the FRESH Coalition at retail outlets in Franklin County.

4. Two distinct Mass media campaigns 1) addressing the increase in law enforcement measures and 2) addressing the risks involved in binge drinking and driving behaviors. These campaigns will be carefully planned, created with feedback from the target audience, and well executed, providing adequate audience exposure.

## **2. Description of Jurisdiction**

Franklin County is predominantly White with a growing Hispanic population (3.87%) and a relatively small African American population (9.5%) compared to the state (19.4%). The community is very diverse in that there is a distinct “mountain” area culture, a population of German Baptists who dress in traditional “Mennonite” clothing, the transient lake culture which includes many people from northern states and the 1,500 men and women attending Ferrum College who come from 25 states and a dozen countries with 80-plus percent living on campus. Ferrum College is a private Methodist-affiliated college. The college is located in the small town of Ferrum (population 2,043) at the foot of the Blue Ridge Mountains surrounded by farm land and mountains. There are few businesses or restaurants in the area which means students must travel for any entertainment not provided on the campus. The campus population differs from the county demographics in that 26% of the campus is African American. Franklin County’s 6,479 15-24 year-olds include 1,500 students at Ferrum College, 2,700 high school students with another couple of thousand who are in the workforce, attending college elsewhere or just living in the area. Bordered by the Blue Ridge Parkway to the West, Smith Mountain Lake to the North and East and Philpott Lake to the South, Franklin County is regionally known as “The Moonshine Capital of the World,” currently the subject of a television show called “Moonshiners”. “Bootleggers” continue to make whiskey in stills and operate some of the largest illegal distilleries in the country. The cinema blockbuster, “Lawless” was a historical depiction of Franklin County moonshining based on the book, The Wettest County in the World. Long a rural community whose industry consisted of tobacco farming and logging, Franklin County became home to a modern, recreational area when Smith Mountain Lake was created in 1963 from the damming of the Roanoke and Blackwater Rivers. While the lake has brought some affluence to the area, it created a huge gap between the wealthy and the poor. Many of the people living in the lake area are retirees from the North or people commuting to Lynchburg and Roanoke, cities 25 miles away. The population grew from an estimated 47,286 in 2000 to an estimated 51,477 in 2008, an increase of almost 10%. The median income for a household in the county was \$38,056 in 2000 and has grown to \$45,758 mostly because of lake houses, an increase of nearly 17% in the past 8 years while the number of people living below the poverty line also increased from 9.7% to 13.2% an increase of 26.5%. The FRESH mission statement reads, “FRESH is a proactive community coalition focused on changing behaviors and attitudes to stop and prevent substance abuse through education, awareness, and active engagement”. This embodies the vision of community prevention in Franklin County.

### 3. Description of needs assessment

A comprehensive needs assessment was undertaken using surveys, focus groups and forums. The Youth Risk Behavior Survey (YRBS) was administered to two hundred and twelve 8<sup>th</sup> graders, two hundred and thirty-eight 10<sup>th</sup> graders and one hundred and sixty-eight 12<sup>th</sup> graders. An Alcohol Behavior Survey (ABS) was implemented with forty-one 18-20 year-olds and thirty-three 21-24 year olds.

#### **Respondents:**

One notable difference in the demographics of the respondents is that there is a larger majority of African American students than represented in the County. The young adult surveys were primarily administered on the Ferrum College campus and their demographics are somewhat different from the rest of the County with a higher percentage of African Americans.

18 to 20 year olds (41 respondents in Franklin County)

- 49% male and 51% female
- 74% employed either full (2%) or part-time (72%)
- 18% full time high school student
- 80% full time college student
- 50% identify as African American/Black; 34% as White/Caucasian; 5% Hispanic/Latin/Spanish; 5% American Indian; 5% "Other"
- 77% live in a college dorm or residence hall; 13% live with roommates in a house or apartment; 8% live with parents/caregivers; 3% live alone

21 to 24 year olds (33 respondents in Franklin County)

- 36% male and 65% female
- 81% employed either full (16%) or part-time (65%)
- 19% full time high school student\*
- 55% full time college student; 10% part time college student
- 16% not in school
- 97% have at least a high school degree
- 58% as White/Caucasian; 29% identify as African American/Black; 3% Hispanic/Latin/Spanish; 3% American Indian; 3% Native Hawaiian ; and 3% Biracial
- 42% live in a college dorm or residence hall; 16% live with roommates in a house or apartment; 13% live with parents/caregivers; 7% live alone; 16% live with a significant other; and 7% live with a significant other and children

\*(This answer was given on an on-line survey and may be an error since 19% of 21-24 year-olds are probably Not full-time high school students).

A Community Perception Survey (CPS) was completed with 110 people across age ranges. This survey was a snowball survey in that it was given out through Ferrum and FRESH Coalition members and they passed it on to others who continued to pass it on. This survey did not collect data on demographics of respondents.

Two forums were held with a total of thirty-two 18-24 year-olds (mostly community members, not college students with about half male/half female). Three focus groups were held with a total of twenty-six 18-24 year-olds (included mostly students from Ferrum College, mostly females). The findings are described below.

Ferrum College has data on this issue, but the coalition has been unable to obtain this data at this point, but is still working on it. However, the majority of the Alcohol Behavior Survey respondents and participants at one of the focus groups included Ferrum College students. The data that was obtained through these surveys, forums, and focus group showed that there is a problem with easy accessibility of alcohol, binge drinking, drinking and driving and low perceived risk.

An effort will be made to obtain more data for the final analysis and to make sure that the data comes from both Ferrum College students and the general population.

**Who:** There are two groups that will be targeted because of the data collected and which highlight this need: 21-24 year olds for binge drinking and drinking and driving and 18-20 year olds for underage/binge drinking and drinking and driving. Data gathered from the DMV-MVC showed that in 2009 there were 22 alcohol-related MVCs and 17 involved male drivers, 5 involved female drivers. In 2010, there were again 22 MVCs with 19 involving male drivers and 3 involving females. Data further showed that young adult males age 21-24 had the highest rate of alcohol-impaired motor vehicle crashes in Franklin County with 30 out of 44 drivers being 21-24. Additional data came from surveys of youth and community surveys and focus groups.

**Where:** Alcohol-related crashes were most concentrated along the 220 corridor between Boones Mill and Rocky Mount ( 7 out of 44) which is a heavily traveled area from Roanoke through Franklin County or on Route 40 between Rocky Mount and Ferrum College (5 out of 44) with the rest scattered throughout Franklin County.

**When:** Data pointed to January (13.6%), July (13.6%) and December (18.2%) as the times of the year that had the highest rate of crashes. The time of day for most of these crashes was between 12-4 am (34.1%) and between 4-8 pm (25.0%) with 8-12 pm (22.7%).

### **Consumption Patterns:**

Heavy drinking, binge drinking and drinking and driving are the norm for this community according to information gathered through focus groups, forums and alcohol behavior surveys. Ninety-three percent (93%) of 18-20 year olds and 72% of 21-24 year olds think it is Acceptable or Somewhat Acceptable for individuals 21 or older to get drunk (ABS). Almost all 18-24 year olds (95% and 97% respectively) think it is Very Popular or Somewhat Popular for people their age to play drinking games and to engage in rapid consumption of alcohol (ABS). Sixty-one percent (61%) of twelfth grade students, who completed the YRBS in May, 2012 are now among the 18-19 year old group, reported much higher numbers than their state (31%) or national (39%) counterparts when it came to drinking in the past 30 days or binge drinking (48% compared to 16% statewide and 22% nationally) in the past 30 days.

- 81% of 18-20 year olds and 52% of 21-24 year olds have had one or more drinks in past 30 days (ABS) (Difference in percentages of age groups may be due to the fact that the 18-20 year olds were mostly college students.)
- 61% of 12<sup>th</sup> graders had at least one drink within the past 30 days (YRBS)
- 47% of 18-20 year olds and 40% of 21-24 year olds have had 5 or more drinks at one sitting in past 30 days (ABS)
- 48% of 12<sup>th</sup> graders have had 5 or more drinks at one sitting during the past 30 days (YRBS)
- 35% of 18-20 year olds and 56% of 21-24 year olds played a drinking game within the past 30 days (ABS)
- 35% of 18-20 year olds and 40% of 21-24 year olds participated in an activity that involved the rapid consumption of alcohol sometime during the past 30 days (ABS)

### **Why:**

There are seven Intervening Variables of interest that were ranked for importance and likelihood to change. These IVs were ranked with the following numbers with (1) being the lowest rank and (10) being the highest rank:

- Retail Availability was rated an (8).
  - According to ABC records, there were 97 sites that sold alcohol in 2009/10—90 compliance checks were completed during 2009, 2010, and 2011 with 4 outlets being found noncompliant.
  - 62% of 18-20 year olds (more than half) and 29% of 21-24 year olds were NOT asked for ID's the last time they bought or tried to buy alcohol.
  - 68% of 18-20 year olds and 53% of 21-24 year olds believe it is very or somewhat likely that a drunken adult, 21 or older, would be served a drink of alcohol in a local restaurant (ABS).
  - 78% of 18-20 year olds and 69% of 21-24 year olds believe it is very or somewhat likely that a drunken adult, 21 or older, would be sold an alcoholic beverage if they tried to buy it in a local store (ABS).
- Social availability received a (7) because 53% of 18-20 year olds said that alcohol was obtained through friends, 17% of 18-20 year olds obtained through parents, 17% of 10<sup>th</sup> graders got it from a family member. Young adults also noted low perception of risk of getting caught drinking.
- Law Enforcement was rated a (9) because of the low number of violations given for drinking and driving. Historically, there has been little priority given to sobriety checks and saturation patrols. This has caused resources such as funding to be low which results in low manpower. However, a new Sheriff was elected in 2011 who took office in 2012. Already, the priority has begun to shift with 62 violations in 2011 and 76 violations by October of 2012. This Sheriff has agreed to work with the coalition on the reduction of alcohol-related MVCs. Input from focus groups and Sheriff's survey is that:
  - Penalties are not severe enough for alcohol related crashes,
  - Not enough law enforcement supervision,

- Views are that enforcing laws against: adults buying alcohol for minors, selling alcohol to minors, and selling alcohol to intoxicated persons is viewed as very ineffective,
  - Views are that enforcing laws against drinking and driving as ineffective.
- Community Norms received a (7) because of the acceptance of excessive drinking, binge drinking and drinking and driving. The history and culture of the community support the use of alcohol, but the coalition recognized that there was not enough time given to make any significant changes toward changing norms on the acceptance of alcohol use. So, Community Norms will not be targeted.
  - Pricing received a (3) because “specials” are not seen in many of the establishments.
  - Promotion received a (2) because billboards are not allowed; advertising is done inside the stores and not all over the windows and gas pumps.
  - Low perceived risk was rated an (8) because students and young adults said that they perceived low risk of injury/harm from binge drinking and there was generally a lack of knowledge about the harms of binge drinking. Participation in drinking games and drinking to “get drunk” was rated high. With 81% 18-20 year olds and 52% of 21-24 year olds drink . 95% of 18-20 year olds and 97% of 21-24 year olds said that playing drinking game was popular according to the needs assessment. Twenty-two percent (22%) of 18-20 year olds and 37% of 21-24 year olds Do Not Perceive Great or Moderate Risk in drinking 5 or more drinks on one occasion (ABS). Parents approve of underage use so young people have favorable attitudes toward use. To the question, “If people in your community less than 21 years of age drink alcohol, how likely do you think it would be that people would find out?” The answers were, “Police – if well-known more likely to let it go” “If they’re dealing with juvenile they’ll just call mom and dad because it’s easier than all the paperwork,” and “It’s college, people know you’re going to drink.”

**Prioritization:** Data describing the seven intervening variables in Franklin County were collected. The coalition considered the possibility of addressing these intervening variables, the importance to the problem, the community readiness to change the variable and intervention availability and selected three: 1) law enforcement, 2) retail availability and 3) low perceived risk.

**A) Law Enforcement (9)** A low number of citations for DUI (62 violations in 2011 and 76 violations to date in 2012) in an area with 40,363 licensed drivers makes Law Enforcement a top priority. Law Enforcement personnel who were interviewed suggested the following reasons for alcohol-related MVCs in the area:

- Penalties not severe enough for alcohol related crashes (Sheriff’s Office Input)
- Not enough law enforcement supervision (Sheriff’s Office Input)

- Views enforcing laws against: adults buying alcohol for minors, selling alcohol to minors, and selling alcohol to intoxicated persons as Very Ineffective (Sheriff's Office Input)
- Views enforcing laws against drinking and driving as Ineffective (Sheriff's Office Input)
- Historically, priority was not given to this issue; new administration changes this.

**B) Retail Availability was rated an (8)** After reviewing all the survey results, it was shown that underage youth could easily obtain alcohol from an establishment. Ease of obtaining alcohol was considered by survey, focus group and forum participants to be one of the biggest reasons for MVCs with 90% of 12<sup>th</sup> graders, 80% of 18-20 year olds and 84% of 21-24 year olds saying they think it is "Easy" or "Sort of Easy" for those under 21 to get alcohol in their community and 52% of 21-24 year olds saying they have provided alcohol to someone under age.

Ease of Obtaining:

*Considered one of the biggest reasons for motor vehicle related crashes by forums, coalition, and focus groups*

- 10% of 18-20 year olds bought alcohol within past 30 days (ABS results)
- 9% of 12<sup>th</sup> graders bought alcohol in a store (YRBS)
- 52% of 18-20 year olds (more than half) and 29% of 21-24 year olds were NOT asked to show ID the last time they bought or tried to buy alcohol (ABS)
- To the question, "How easy would it be for people your age to get alcohol from those sources?" Answer was, "ABC – don't ask for ID for friends and people with the person purchasing the alcohol."
- 68% of 18-20 year olds and 53% of 21-24 year olds believe it is very or somewhat likely that a drunken adult, 21 or older, would be served a drink of alcohol in a local restaurant (ABS)
- 78% of 18-20 year olds and 69% of 21-24 year olds believe it is very or somewhat likely that a drunken adult, 21 or older, would be sold an alcoholic beverage if they tried to buy it in a local store (ABS)

**C) Low Perceived Risk (8)**

Perception of Risk of Drinking Alcohol:

- 22% of 18-20 year olds and 37% of 21-24 year olds do not perceive Great or Moderate Risk in drinking 5 or more drinks on one occasion (ABS)
- Almost all 18-24 year olds think it is Very Popular or Somewhat Popular for people their age to play drinking games and to engage in rapid consumption of alcohol (ABS)
- Most (73-87%) 18-24 year olds believe that at least 25% of people in their community have had at least one drink of alcohol during the past 30 days and/or have had 5+ drinks in one sitting (ABS)

Drinking Behaviors

- 81% of 18-20 year olds and 52% of 21-24 year olds have had one or more drinks in past 30 days (ABS)
- 61% of 12<sup>th</sup> graders had at least one drink within the past 30 days (YRBS)
- 47% of 18-20 year olds and 40% of 21-24 year olds have had 5 or more drinks at one sitting in past 30 days (ABS)
- 48% of 12<sup>th</sup> graders have had 5 or more drinks at one sitting during the past 30 days (YRBS)
- 35% of 18-20 year olds and 56% of 21-24 year olds surveyed played a drinking game within the past 30 days (ABS)
- 35% of 18-20 year olds and 40% of 21-24 year olds surveyed participated in an activity that involved the rapid consumption of alcohol sometime during the past 30 days (ABS)

#### Drinking and Driving Perception of Risk & Attitudes

- 37% of 18-20 year olds and 41% of 21-24 year olds Do Not Think there is a Moderate or Great Risk in driving after drinking 1 or 2 drinks (ABS)
- 12% of 18-20 year olds and 16% of 21-24 year olds Do Not think there is a Moderate or Great Risk in driving after drinking 4 or 5 drinks of alcohol (ABS)
- 46% of 18-20 year olds and 27% of 21-24 year olds believe that at least 25% of people in their community have driven shortly after drinking 5 or more drinks within a couple of hours sometime during the past 30 days (ABS)

#### Drinking and Driving Behaviors

- 26% of 18-20 year olds and 15% of 21-24 year olds have driven within one to two hours after consuming 2 or more drinks sometime during the past 30 days (ABS)
- 8% of 10<sup>th</sup> graders and 19% of 12<sup>th</sup> graders have driven a car or other vehicle when drinking alcohol sometime during past 30 days (YRBS)
- 19% of 18-20 year olds and 25% of 21-24 year olds have ridden with someone who had drunk within the previous one to two hours after having 2 or more drinks sometime during the past 30 days (ABS)
- 30% of 10<sup>th</sup> graders and 29% of 12<sup>th</sup> graders rode with a driver who had been drinking alcohol one or more times in the past 30 days (YRBS)
- 40% of 8<sup>th</sup> graders have ever ridden with a driver who had been drinking alcohol (YRBS)

On the survey, were the following responses:

- To the question, "If people in your community less than 21 years of age drink alcohol, how likely do you think it would be that people would find out?" The answers were, "Police – if well-known more likely to let it go," "If they're dealing with juvenile they'll just call mom and dad because it's easier than all the paperwork," "It's college, people know you're going to drink."
- To the question, "How much do you think that drinking and driving is a problem for people your age?" The answers were, "It's a problem! They

think they know their limits but they don't. They don't think anything will happen to them. Don't think about the consequences. In a rural community it's very spread out so people have to drive where they're going," "People think they're sober and then try to drive."

#### **4. Evidence-based strategies**

After carefully analyzing all the needs assessment data, the coalition determined that 1. Law enforcement, 2. Retail availability, and 3. Low perceived risk are the intervening variables that should be targeted. Law enforcement was selected because of the following contributing factors: low number of DUI arrests and low number of charges for DUI. Law enforcement interviews showed that in the past there was a low priority for enforcement of alcohol laws and thus there are limited resources. With change in leadership this attitude has changed and with added resources more will be done. The intervening variable, retail availability was chosen based on the data showing that more than half of 18-20 year olds said they had not been asked to show ID when they purchased alcohol and the low number of citations for noncompliance in alcohol retail outlets. The intervening variable, low perceived risk was selected because of the high numbers of young people who reported binge drinking, drinking and driving and underage drinking as found by answers on the surveys, community forum and focus groups. More specifically, the following evidence based strategies are needed in order to address alcohol-related MVCs by 18-24 year olds:

##### **1. Law Enforcement**

###### **Sobriety checkpoints/Saturation Patrols**

The contributing factor for the intervening variable of law enforcement that was chosen to target was limited resources based on the low number of DUI citations given. The approved strategies selected to target this contributing factor are sobriety checkpoints and saturation patrols. The target group will be males 18-24 years old, but of course will reach anyone driving under the influence. Data also showed that the area between Boones Mill and Rocky Mount along Route 220 and the area between Rocky Mount and west toward Ferrum College along Route 40 were the sites of the most concentrated number of crashes. Additionally, data showed that the 4-8 pm time period showed a high number of crashes so law enforcement will focus their efforts specifically on this time period as well as the midnight to 4 am time period. Since the 4-8 pm time period seems unusual for alcohol-related crashes, the coalition will urge law enforcement to help them investigate what might be occurring at that time and where the drivers may be coming from. There will be publicized sobriety checkpoints which will involve law enforcement stopping drivers to check for alcohol impairment as well as saturation patrols which will allow officers to target specific areas where it was found that the most accidents occurred as well as during the times most accidents occurred. It is recognized that with the use of modern technology sobriety checkpoints are sometimes less effective than they were in the past, so they must be augmented with saturation patrols as well. Saturation patrols will dedicate designated police officers to patrol specifically looking for signs of impairment in driving. Because the

data showed crashes occurred between 4 pm and 4 am , saturation patrols will specifically target these times. The 4-8 pm time period showed many crashes and the coalition will work with the sheriff to determine if this is still the case, what may be contributing to this specific time period and where these crashes are happening. Saturation patrols will be used to observe this time period in particular. The new Sheriff is supportive of providing these strategies and believes it will be possible with the funding available to them through this grant.

The steps involved in implementing this strategy include planning the timing for these sobriety checks and identifying locations, involvement of the local media to extend the effectiveness of the checkpoints by publicizing them to the community, and by gaining the support of the judicial system to prosecute those apprehended. Process measures will include meetings with law enforcement, number of trainings provided and number of participants at trainings, number of saturation patrols, number of sobriety checkpoints (expected to have 20 sobriety checks augmented by saturation patrols).

## **2. Retail availability**

### **Alcohol Outlet Compliance Checks**

This strategy was chosen to target the contributing factor of retailers not asking for proper identification and thus increasing availability to underage drinkers.

The Virginia Department of ABC will conduct compliance checks throughout Franklin County. The ABC agent has agreed to support the efforts of the coalition to reduce alcohol availability and has agreed to conduct a minimum of 40 alcohol compliance checks during the next 10 months. FRESH Coalition will track the number of establishments who pass and who fail the compliance checks. Letter of thanks and certificates will be sent to each establishment found in compliance. The names of those compliant will be highlighted in the newspaper as well.

### **Alcohol Outlet Compliance Surveys**

By implementing Alcohol Outlet Compliance Surveys, the coalition can check more than the Virginia Department of ABC agent could alone. Alcohol Outlet Compliance surveys are educational in purpose: to identify, warn, and educate alcohol establishments that serve or sell alcohol to underage youth (Compliance Checks, Alcohol Epidemiology Department, University of Minnesota). They involve using a person 21 year old or older who appears young to attempt to purchase alcohol. Through the needs assessment it was found that there are alcohol outlets near Ferrum College that are notorious for selling to underage youth. Ferrum College students will be engaged in a task force to conduct compliance surveys throughout Franklin County. Steps involved will include: recruiting volunteers from Ferrum College, age assessment of volunteers, decisions on what establishments to target, decisions for type and amount of alcohol to attempt to purchase, decisions about protocol once the purchase is attempted. Training on Compliance Surveys using several workbooks, including The University of Minnesota's *Alcohol Compliance Check Manual* and OJJDP's *Guide to Conducting Alcohol Purchase Surveys* . Training will be conducted by Regina Clark and Morgan McCarty and will be required for volunteers.

### **3. Low Perceived Risk**

#### **Mass Media Campaigns**

The FRESH Coalition has determined that using Mass Media Campaigns could be effective in two ways in addressing the intervening variable of Low Perceived Risk. The first mass media campaign will be aimed at emphasizing the increase in law enforcement efforts of sobriety checkpoints/saturation patrols and compliance checks. Letting the public know that law enforcement is performing these strategies in increasing numbers will increase the perception that they will be caught if they drink and drive. The coalition will use radio, cinema media, and TV as well as other newer technologies such as Twitter, Facebook, Instagram, etc. to send this message to the target population that drinking and driving enforcement has increased and the results of this increase. The data collected showed that those who were interviewed believed in a risk for arrest in drinking and driving, but it appears that there are many in the community who do not share this belief since there remains such a high rate of alcohol-related MVCs. The goal is to reduce alcohol-impaired driving by increasing the public's perceived risk of arrest while also arresting alcohol-impaired drivers identified at checkpoints and during saturation patrols. Implementation of these enforcement strategies is highly likely to increase the perception that police are out and intoxicated drivers will be caught.

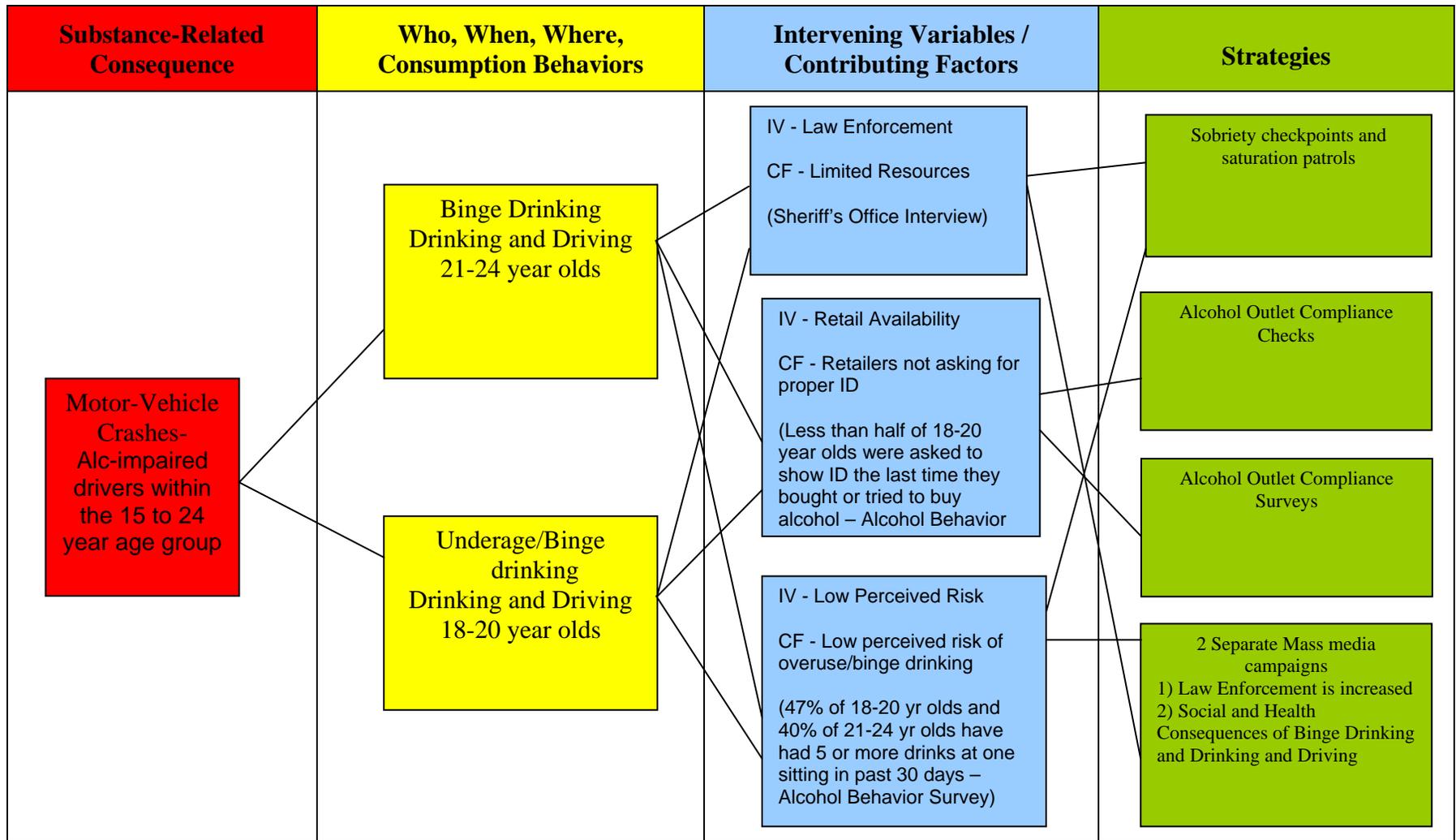
The coalition has met with collaborative partners from Fox 21/27 and CW5, Wheeler Broadcasting (radio) and National Cinemedia (Regal Cinema) who have agreed to work with the coalition to present media messages that have been tested with local targets including those most represented in the statistics—18-24 year olds.

Steps will include continued meetings with local media representatives, Ferrum College students and other young adults for input, and developing and implementing a mass media campaign that will impact the target audience. Questions will be added to surveys to collect the reactions to these media campaigns.

A second type of mass media campaign will be developed to target the high rate of binge drinking among the 18-24 year olds. According to the data collected rapid consumption of alcohol and drinking games are popular among this age group. (35% of 18-20 year olds and 40% of 21-24 year olds participated in an activity that involved the rapid consumption of alcohol sometime during the past 30 days. 48% of 12<sup>th</sup> graders have had 5 or more drinks at one sitting during the past 30 days). A media campaign highlighting BAC levels and the harms of binge drinking and binge drinking and driving will be created with input from Ferrum College students for their campus since according to data it appears that these young people may be responsible for some of the alcohol-related MVCs. These messages will be pretested among their peers. The messages will be distributed through small signs on the campus, "Stall Seat Journals," social media (Facebook, Twitter, Instagram, etc.) to best reach this target audience. It could be hypothesized that since half of the crashes were committed by people with drivers' licenses from outside of Franklin County and since Ferrum College is on the route that many of the crashes occurred that Ferrum College students were the ones responsible. According to the Community Guide for Reducing Alcohol Impaired driving, "media campaign messages ranged from those focused on law enforcement activities and the legal consequences of drinking and driving to the social and

health consequences of alcohol-impaired driving. Results did not differ according to the message appeals used.” This type of media campaign may have the best results among the 18-24 year olds at Ferrum College.

## 5. Logic Model



Sobriety Checkpoints/Saturation Patrols will be used to target the low number of DUIs and raise the perception that law enforcement is watching and acting to stop alcohol-related MVCs. Alcohol Compliance checks and Alcohol Compliance Surveys will be used to target retail availability ensuring that retailers ask for proper ID before selling alcohol to cut down on availability of alcohol which leads to drinking and driving. Two separate Mass Media campaigns will be implemented with one aimed at publicizing law enforcement increased efforts and the other aimed at educating 18-24 year olds about the social and health consequences of binge drinking and drinking and driving.

## 6. Capacity

The FRESH Coalition has worked to increase capacity for targeting strategies to reduce the alcohol-related MVCs in Franklin County. Regina Clark, Community Organizer for FRESH and Project Coordinator for the SPF-SIG was a CADCA Young Ambassador and has graduated from CADCA's National Training Academy. She has a graduate degree in Health Promotion from Virginia Tech, Blacksburg, Virginia and has been a Prevention Specialist for more than six years. She has attended CADCA National Forums and Mid-Summer Training Institutes where she has learned about the implementation of the Strategic Prevention Framework. During coalition meetings with the various sectors of the community, Regina has worked to educate community members about the framework and the need to develop and implement strategies that are evidence-based. Morgan McCarty is a member of the coalition who will work with Ferrum College students on their strategies. Ms. McCarty is a graduate of Ferrum College who formerly worked for the Virginia State Police as the YOVASO (Youth of Virginia Speak Out About Traffic Safety) Program Development Coordinator where she was responsible for campaigns and working with youth.

The Capacity Worksheets below show the needed resources to develop and implement these strategies.

Strategy	Steps Involved	Who should be involved/responsible?	What skills do they have?	What skills do they need?	How much might it cost?
Sobriety checkpoints and saturation patrols	<ul style="list-style-type: none"> <li>Support &amp; involvement of law enforcement</li> <li>Planning of timing and identifying locations</li> <li>Involvement of local media</li> <li>Support of judicial system to prosecute those apprehended</li> </ul>	<ul style="list-style-type: none"> <li>Project coordinator (Regina Clark)</li> <li>Sheriff (Bill Overton)</li> <li>News reporter(s) (Charles Booth)</li> <li>Commonwealth's Attorney's Office (Tim Allen)</li> </ul>	<ul style="list-style-type: none"> <li>Organizational &amp; coordination skills</li> <li>Skills to recognize and apprehend drunk drivers</li> <li>Skills writing news articles</li> </ul>	<ul style="list-style-type: none"> <li>Review training on conducting sobriety checkpoints and saturation patrols</li> </ul>	<ul style="list-style-type: none"> <li>5 large scale checkpoints (requiring additional staff) = \$7,500</li> <li>15-20 small scale checkpoints = \$15,000</li> <li>10-12 saturation patrols = \$2,300</li> </ul>

Strategy	Steps Involved	Who should be involved/responsible?	What skills do they have?	What skills do they need?	How much might it cost?
Alcohol Outlet Compliance Checks	<ul style="list-style-type: none"> <li>Partner with Dept. of ABC to provide support for compliance checks and insure they are given priority</li> <li>Monitor completed compliance checks to determine number of passed and failed</li> <li>Involve the local media to publish names of those checked during identified time period who passed the compliance check</li> <li>The FRESH Coalition will write letters and send certificates to establishments recognizing their compliance</li> </ul>	<ul style="list-style-type: none"> <li>Project coordinator (Regina Clark) &amp; staff</li> <li>Local ABC Agent (Mark Scott)</li> <li>News reporter (Charles Booth)</li> </ul>	<ul style="list-style-type: none"> <li>Know the area and locations of establishments</li> <li>Gather information about passes and fails</li> </ul>	<ul style="list-style-type: none"> <li>Review training on conducting compliance checks</li> <li>Draft letters and create certificates to distribute</li> </ul>	<ul style="list-style-type: none"> <li>Cost of postage for mailing letters and certificates to establishments (\$0.50 x 40 = \$20)</li> <li>Cost of newspaper space to advertise names of those compliant</li> </ul>
Strategy	Steps Involved	Who should be involved/responsible?	What skills do they have?	What skills do they need?	How much might it cost?
Alcohol Outlet Compliance Surveys	<ul style="list-style-type: none"> <li>Form a team of Ferrum College students 21 and older to implement compliance surveys</li> <li>Complete at least 40 surveys of Franklin County alcohol outlets</li> <li>Provide positive consequences to those establishments that are compliant</li> </ul>	<ul style="list-style-type: none"> <li>Project Coordinator (Regina Clark)</li> <li>Ferrum College Liaison (Morgan McCarty)</li> <li>Ferrum College students 21 and older</li> </ul>	<ul style="list-style-type: none"> <li>Know the area and locations of establishments</li> <li>Communication skills for writing news releases and letters</li> </ul>	<ul style="list-style-type: none"> <li>Training on Compliance Surveys using several workbooks, including The University of Minnesota's <i>Alcohol Compliance Check Manual</i>, OJJDP's <i>Guide to Conducting Alcohol Purchase Surveys</i></li> </ul>	<ul style="list-style-type: none"> <li>Money for incentives for participants (\$25 per person) x 40 = \$1,000</li> <li>Mileage (\$.48 per mile)</li> <li>Supplies for recognizing merchants who ask for ID (example: a laminated card of thanks from the coalition)</li> </ul>

Strategy	Steps Involved	Who should be involved/responsible?	What skills do they have?	What skills do they need?	How much might it cost?
<p>2 Separate Mass Media Campaigns</p> <p>1) Law enforcement is increased</p> <p>2) Social and Health Consequences related to binge drinking and driving</p>	<ul style="list-style-type: none"> <li>• Meeting with local media representative, including Ferrum College students for input</li> <li>• Develop and implement media campaign using social media, i.e. Facebook, Instagram, Twitter and Stall Seat Journals for the campus, small signs to capture students' attention</li> <li>• Implement YRBS, ABS, and CP surveys and compare to prior year before interventions</li> </ul>	<ul style="list-style-type: none"> <li>• Project Coordinator (Regina Clark)</li> <li>• Ferrum College Liaison (Morgan McCarty)</li> <li>• Ferrum College students</li> <li>• Local TV networks, cable station, newspaper, radio stations, and cinemas</li> </ul>	<ul style="list-style-type: none"> <li>• Creativity</li> <li>• Knowledge of advertising and promotion</li> <li>• Know target audiences</li> <li>• Skills with media production</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding results of comprehensive needs assessment is needed to create media messages that reflect the issues that the coalition would like to change</li> </ul>	<ul style="list-style-type: none"> <li>• \$10,000 for Public Service Announcements on TV and cinema trailers</li> <li>• \$7,290 for billboards, PSAs, newspaper advertising, and promotional items such as glasses with messages about drinking, stress balls with messages about drinking and driving, pens, etc. to be decided by focus groups</li> </ul>

## 7. Cultural Competency

“Effective anti-drug coalitions recognize the need to include a broad cross section of the population in their work and give importance to including organizations that represent various cultural groups. They know, for example, that they must focus on young people as one target of prevention efforts, but they also make a place for youth at the coalition table. They understand that different racial and ethnic groups need viable roles in the coalition to help determine and support anti-drug strategies. In short, effective coalitions make a concerted effort to ensure that cultural competence permeates all aspects of their work.”<sup>1</sup>

The FRESH Coalition has incorporated this understanding in their work from the establishment of the coalition. FRESH has sought out membership from various groups in Franklin County and has ensured inclusion of youth and young adults throughout the steps of the strategic framework in order to make all aspects of this process relevant to those most involved. The coalition collected surveys and met with young adults who represent the targeted group for the strategies selected and their input will be included throughout the steps of this process. Culturally, Franklin County is predominantly White with a growing Hispanic population (3.87%) and a relatively small African American population (9.5%) compared to the state (19.4%). The community is very diverse in that there is a distinct “mountain” area culture, a population of German Baptists who dress in traditional “Mennonite” clothing, the transient lake culture which includes many people from northern states and the 1,500 men and women attending Ferrum College who come from 25 states and a dozen countries with 80-plus percent living on campus with a higher percentage of African Americans (26%).

Because the target group is 18-24 year olds, special effort will be made to include this group in all plans and implementations of these strategies. A liaison to Ferrum College, Morgan McCarty has already begun working with Ferrum College students through their Center of Community Engagement to gather information and create a task force. These students will include a variety of the demographics represented on the campus. With Ms. McCarty they will develop social norms messages, messages aimed at increasing the perception of risk in binge drinking and drinking and driving. Specific messages will be aimed at the students. Because Ms. McCarty is in the targeted age group and a life-long resident of Franklin County, she will also have access to non-student members of the age group to use as focus groups for media campaign messages created and for methods (i.e. text messages, facebook, etc) most likely to reach their peers.

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<sup>1</sup> Cultural Competence Primer: Incorporating Cultural Competence into Your Comprehensive Plan Community Anti-Drug Coalitions of America National Community Anti-Drug Coalition Institute

## 8. Evaluation Considerations

### Evaluation Plan

The evaluation plan will implement both process and outcome data collection and analysis for the three strategies that are being proposed to be implemented. As data was collected in 2012 to inform of intervening and convening factors of motor vehicle crashes, these data collection strategies will be repeated in 2013. The data collection includes implementing the Youth Risk Behavior Survey (YRBS) in Franklin County High School and Middle School, implementing the Alcohol Behavior Survey (ABS) to young adults, ages 18-24 in the community and those attending Ferrum College. Community members will again provide their perceptions concerning underage drinking, drinking and driving, perceived risks of drinking and driving, and ease of access of underage youth to alcohol through the Community Perception Survey (CPS). Questions will be added to the ABS to assess awareness and impact of sobriety checkpoints/saturation patrols, media campaigns and compliance checks, as well as Ferrum College students' involvement in preventing underage drinking. For instance they will be asked if they saw a Facebook spot, billboard, TV spot, etc. about compliance checks, mass media campaigns, and if they had any impact on their behavior.

The coalition is working with the evaluator, Lydia Marek, PhD. from Virginia Tech. As previously, she will be responsible for obtaining IRB approval for surveys and focus groups.

#### **Intermediate Impact Goal 1: Increase sobriety checkpoints and saturation patrols to decrease drinking and driving in Franklin County and publicize that through a mass media campaign.**

1. A 10% increase in the number of DUI citations given over the 10-month period from 76 in 2012 (6.3 per month for 12 months) to 70 in 2013 (7.0 per month for 10 months) as documented by law enforcement statistics.
2. A 5% increase in the number of respondents, 18-20, who respond that they are "likely" or "very likely" that they will be stopped and cited for DUI if drinking and driving, from 88% to 92%, as measured by the ABS.
3. A 5% increase in the number of respondents, 21-24, who respond that they are "likely" or "very likely" that they will be stopped and cited for DUI if drinking and driving, from 72% to 75%, as measured by the ABS.
4. A 10% decrease in the proportion of respondents, 18-20, who report driving within one to two hours after consuming two or more drinks sometime in the past 30 days from 26% to 16% as measured by the 18-24 ABS.
5. A 10% decrease in the proportion of respondents, 21-24, who report driving within one to two hours after consuming two or more drinks sometime in the past 30 days from 15% to 5% as measured by the 18-24 ABS.

**Intermediate Impact Goal 2: Increase alcohol compliance checks to decrease ease of availability of alcohol to underage drinkers.**

1. A 20% increase in 18-20 year olds that report that it is “hard” or “very hard” to purchase alcohol in the county, from 20% to 24%, as measured by the ABS.
2. A 10% increase in youth, ages 18-20 reporting that they were asked to show ID the last time they bought or tried to buy alcohol, from 38% to 48%, as measured by the ABS.
3. A 10% increase in youth, ages 21-24 reporting that they were asked to show ID the last time they bought, or tried to buy, alcohol, from 71% to 81%, as measured by the ABS.
4. A 300% increase in number of compliance checks completed, from 14 in 2011-12 to 40 in 2013.
5. A 400% increase in number of compliance surveys completed, from 0 in the past to 40 in 2013.

**Intermediate Impact Goal 3: Decrease favorable attitudes of underage alcohol use by increasing the perceived risk of binge drinking and of drinking and driving.**

1. A 5% increase in the number of respondents, 18-20, who respond that they are “likely” or “very likely” that they will be stopped and cited for DUI if drinking and driving, from 88% to 92%, as measured by the ABS.
2. A 5% increase in the number of respondents, 21-24, who respond that they are “likely” or “very likely” that they will be stopped and cited for DUI if drinking and driving, from 72% to 75%, as measured by the ABS.
3. A 5% increase in 18-20 year olds of the perceived risk of driving after drinking four or five drinks of alcohol, from 88% to 92%, as measured by the ABS.
4. A 5% increase in 21-24 year olds of the perceived risk of driving after drinking four or five drinks, from 84% to 88%, as measured by the ABS.
5. A 20% increase in 18-20 year olds that report that it is “hard” or “very hard” to purchase alcohol in the county, from 20% to 24%, as measured by the ABS.
6. A 5% decrease in those 18-20 who report binge drinking in the past 30 days from 47% to 42% as measured by the ABS.
7. A 5% decrease in those 21-24 who report binge drinking in the past 30 days from 40% to 35% as measured by the ABS.
8. 25% of 18-24 year olds will report seeing or hearing messages about DWI patrols, dangers of binge drinking, and/or crackdown on sales of alcohol to minors as measured by additional questions added to the ABS.

9. At least 5% of those 18-24 will report that they changed their drinking and driving behaviors by calling a cab, having a designated driver, or waiting before driving after drinking, as measured by additional questions added to the ABS.

Strategies	Strategy-specific Behaviors / Groups To be Targeted	Targeted Intervening Variables / Contributing Factors	Process Measures	Intermediate Impact Objectives / Documentation of Evidence
<p>1. Sobriety checkpoints and Saturation Patrols</p>	<p>1. 18-24 year olds drinking and driving</p>	<p>1. Limited resources (low arrest rates, few personnel devoted to alcohol enforcement)</p> <p>2. Law enforcement practice (low priority)</p>	<p>1. Law enforcement will conduct a minimum of 15 sobriety checks and saturation patrols in 10 months</p>	<p>1. A 10% increase in the number of DUI citations given over the 10-month period from 76 in 2012 (6.3 per month for 12 months) to 70 in 2013 (7.0 per month for 10 months) as documented by law enforcement statistics.</p> <p>2. A 5% increase in the number of respondents, 18-20, who respond that they are “likely” or “very likely” that they will be stopped and cited for DUI if drinking and driving, from 88% to 92%, as measured by the ABS.</p> <p>3. A 5% increase in the number of respondents, 21-24, who respond that they are “likely” or “very likely” that they will be stopped and cited for DUI if drinking and driving, from 72% to 75%, as measured by the ABS.</p> <p>4. A 10% decrease in the proportion of respondents, 18-20, who report driving within one to two hours after consuming two or more drinks sometime in the past 30 days from 26% to 16% as measured by the 18-24 ABS.</p> <p>5. A 10% decrease in the proportion of respondents, 21-24, who report driving within one to two hours after consuming two or more drinks sometime in the past 30 days from 15% to 5% as measured by the 18-24 ABS.</p>

<b>Strategies</b>	<b>Strategy-specific Behaviors / Groups To be Targeted</b>	<b>Targeted Intervening Variables / Contributing Factors</b>	<b>Process Measures</b>	<b>Intermediate Impact Objectives / Documentation of Evidence</b>
2. Alcohol compliance checks	<ol style="list-style-type: none"> <li>1. 18 – 20 year olds</li> <li>2. Alcohol Retail outlets in Franklin County</li> </ol>	<ol style="list-style-type: none"> <li>1. Retailers not asking for proper identification</li> <li>2. Underage buyers using fake IDs</li> </ol>	<ol style="list-style-type: none"> <li>1. Dept. of ABC will conduct a minimum of 40 compliance checks within 10 months</li> </ol>	<ol style="list-style-type: none"> <li>1. A 20% increase in 18-20 year olds that report that it is “hard” or “very hard” to purchase alcohol in the county, from 20% to 24%, as measured by the ABS.</li> <li>2. A 10% increase in youth, ages 18-20 reporting that they were asked to show ID the last time they bought or tried to buy alcohol, from 38% to 48%, as measured by the ABS.</li> <li>3. A 10% increase in youth, ages 21-24 reporting that they were asked to show ID the last time they bought, or tried to buy, alcohol, from 71% to 81%, as measured by the ABS.</li> <li>4. A 300% increase in number of compliance checks completed, from 14 in 2011-12 to 40 in 2013.</li> </ol>

<b>Strategies</b>	<b>Strategy-specific Behaviors / Groups To be Targeted</b>	<b>Targeted Intervening Variables / Contributing Factors</b>	<b>Process Measures</b>	<b>Intermediate Impact Objectives / Documentation of Evidence</b>
<ol style="list-style-type: none"> <li>Alcohol Compliance Surveys</li> </ol>	<ol style="list-style-type: none"> <li>18 – 20 year olds</li> <li>Alcohol Retail outlets in Franklin County</li> </ol>	<ol style="list-style-type: none"> <li>Retailers not asking for proper identification</li> <li>Underage buyers using fake IDs</li> </ol>	<ol style="list-style-type: none"> <li>Ferrum College students will conduct 40 compliance surveys within 10 months</li> </ol>	<ol style="list-style-type: none"> <li>A 20% increase in 18-20 year olds that report that it is “hard” or “very hard” to purchase alcohol in the county, from 20% to 24%, as measured by the ABS.</li> <li>A 10% increase in youth, ages 18-20 reporting that they were asked to show ID the last time they bought or tried to buy alcohol, from 38% to 48%, as measured by the ABS.</li> <li>A 10% increase in youth, ages 21-24 reporting that they were asked to show ID the last time they bought, or tried to buy, alcohol, from 71% to 81%, as measured by the ABS.</li> <li>A 400% increase in number of compliance checks completed, from 0 in 2011-12 to 40 in 2013.</li> </ol>

Strategies	Strategy-specific Behaviors / Groups To be Targeted	Targeted Intervening Variables / Contributing Factors	Process Measures	Intermediate Impact Objectives / Documentation of Evidence
4. Media campaigns	<ol style="list-style-type: none"> <li>1. 18-24 year olds and caregivers</li> <li>2. Community</li> </ol>	<ol style="list-style-type: none"> <li>1. Rapid consumption of alcohol/drinking games</li> <li>2. Lack of knowledge about BAC</li> <li>3. Low perceived risk of binge drinking and driving</li> </ol>	<ol style="list-style-type: none"> <li>1. Documentation of mass media campaign plan, development and implementation               <ol style="list-style-type: none"> <li>a. number of media produced and implemented: billboards, PSAs, newspaper articles, cinema trailers</li> <li>b. number of promotional items distributed</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. A 5% increase in the number of respondents, 18-20, who respond that they are “likely” or “very likely” that they will be stopped and cited for DUI if drinking and driving, from 88% to 92%, as measured by the ABS.</li> <li>2. A 5% increase in the number of respondents, 21-24, who respond that they are “likely” or “very likely” that they will be stopped and cited for DUI if drinking and driving, from 72% to 75%, as measured by the ABS.</li> <li>3. A 5% increase in 18-20 year olds of the perceived risk of driving after drinking four or five drinks of alcohol, from 88% to 92%, as measured by the ABS.</li> <li>4. A 5% increase in 21-24 year olds of the perceived risk of driving after drinking four or five drinks, from 84% to 88%, as measured by the ABS.</li> <li>5. A 5% decrease in those 18-20 who report binge drinking in the past 30 days from 47% to 42% as measured by the ABS.</li> <li>6. A 5% decrease in those 21-24 who report binge drinking in the past 30 days from 40% to 35% as measured by the ABS.</li> <li>7. Twenty-five percent (25%) of 18-24 year olds will report seeing or hearing messages about DWI patrols, dangers of binge</li> </ol>

				<p>drinking, and/or crackdown on sales of alcohol to minors as measured by additional questions added to the ABS.</p> <p>8. At least 5% of those 18-24 will report that they changed their drinking and driving behaviors by calling a cab, having a designated driver, or waiting before driving after drinking, as measured by additional questions added to the ABS.</p>
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9. One-Year Implementation Plans

**Worksheet A-6. Implementation Plan**

**Strategy:**

**Sobriety Checkpoints and Saturation Patrols**

**Contributing Factors:**

**1. Limited resources (low arrest rates, few personnel devoted to alcohol enforcement)**

**2. Law enforcement practice (low priority**

**Target Groups:**

**1. 18-24 year olds**

**2. College students**

Activity	Who is responsible?	What is the timeline?	What resources and training are needed?	How much will it cost?	Evaluation: What and How?
Implement minimum of 15 sobriety checkpoints/saturation patrols	<p>Implementation Partner: Local law enforcement</p> <p>Primary Contact: Sheriff Bill Overton</p> <p>Address: Franklin Co. Sheriff's Office 70 East Court Street #101 Rocky Mount, VA 24151</p> <p>Phone: (540) 483-3000</p>	April 2013 – January 2014	Officers will review training on conducting sobriety checkpoints	<ul style="list-style-type: none"> <li>• 5 large scale checkpoints (requiring additional staff) = \$7,500</li> <li>• 15-20 small scale checkpoints = \$15,000</li> <li>• 10-11 saturation patrols = \$2,300</li> </ul> <p>(Large scale sobriety checkpoint requires 15 officers for 4 hours x \$25/hour = \$1,500 per checkpoint Saturation patrols 1 officer for 6-8 hours x \$25/hour = \$200 Small sobriety checkpoint with saturation patrol requires 10 officers for 3 hours x \$25/hour = \$750)</p>	<p>Process: Document number and dates of sobriety checkpoints and saturation patrols over 10 months. Document the number of citations given.</p> <p>Outcome:</p> <ol style="list-style-type: none"> <li>1. A 10% increase in the number of DUI citations given over the 10-month period from 76 in 2012 (6.3 per month for 12 months) to 70 in 2013 (7.0 per month for 10 months) as documented by law enforcement statistics.</li> <li>2. A 5% increase in the number of respondents, 18-20, who respond that they are "likely" or "very likely" that they will be stopped and cited for DUI if drinking and driving, from 88% to 92%, as measured by the ABS.</li> <li>3. A 5% increase in the number of respondents, 21-24, who respond that they are "likely" or "very likely" that they will be stopped and cited for DUI if drinking and driving, from 72% to 75%, as</li> </ol>

					<p>measured by the ABS.</p> <p>4. A 10% decrease in the proportion of respondents, 18-20, who report driving within one to two hours after consuming two or more drinks sometime in the past 30 days from 26% to 16% as measured by the 18-24 ABS.</p> <p>5. A 10% decrease in the proportion of respondents, 21-24, who report driving within one to two hours after consuming two or more drinks sometime in the past 30 days from 15% to 5% as measured by the 18-24 ABS.</p>
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Strategy:  
Contributing Factors:

**Alcohol Compliance Checks**  
1. **Retailers not asking for proper identification**

Target Groups:

2. **Underage buyers using fake IDs**
1. **18-20 year olds**
2. **Alcohol retail outlets in Franklin County**

Activity	Who is responsible?	What is the timeline?	What resources and training are needed?	How much will it cost?	Evaluation: What and How?
The Virginia Department of Alcohol Beverage Control Agent will conduct a minimum of 40 compliance checks within 10 months	Implementation Partner: Dept. of ABC Primary Contact: Mark Scott Address:  Phone: (540) 493-5902	April 2013- January 2014	Review training on conducting compliance checks	<ul style="list-style-type: none"> <li>Cost of newspaper space to advertise names of those compliant</li> </ul>	<p>Process: Document number of compliance checks completed</p> <p>Outcome:</p> <ol style="list-style-type: none"> <li>1. Significant decrease in underage youth reporting easy or very easy access to alcohol as evidenced by YRBS and ABS surveys. A 20% increase in 18-20 year olds that report that it is "hard" or "very hard" to purchase alcohol in the county, from 20% to 24%, as measured by the ABS.</li> <li>2. A 10% increase in youth, ages 18-20 reporting that they were asked to show ID the last time they bought or tried to buy alcohol, from 38% to 48%, as measured by the ABS.</li> <li>3. A 10% increase in youth, ages 21-24 reporting that they were asked to show ID the last time they bought, or tried to buy, alcohol, from 71% to 81%, as measured by the ABS.</li> <li>4. A 300% increase A 300% increase in number of compliance checks completed, from 14 in 2011-12 to 40 in 2013.</li> </ol>
Publish names of those checked during identified time period who passed the	Implementation Partner: Franklin News Post Primary Contact: Charles Booth Address:	April 2013 – January 2014	Names of outlets who participated in compliance check	Newspaper space will be donated	Process: Document newspaper articles published

compliance checks	310 Main Street, SW Rocky Mount, Virginia 24151 Phone: (540) 483-5113				
FRESH will write letters and send certificates to establishments recognizing their compliance	Implementation Partner: FRESH Primary Contact: Regina Clark Address: 30 Technology Drive Rocky Mount, VA 24151 Phone: (540) 489-6875	Monthly from April 2013- January 2014	Materials for letters and certificates	<ul style="list-style-type: none"> <li>• FRESH members will donate their time.</li> <li>• Cost of postage for mailing letters and certificates to establishments (\$0.50 x 40 = \$20)</li> </ul>	Process: Document number of letters and certificates sent

Strategy: Alcohol Compliance Surveys

1. Retailers not asking for proper identification

2. Underage buyers using fake IDs

Target Groups:

1. 18-20 year olds

2. Alcohol retail outlets in Franklin County

Activity	Who is responsible?	What is the timeline?	What resources and training are needed?	How much will it cost?	Evaluation: What and How?
Young adults will conduct a minimum of 40 compliance surveys within 10 months	<p>Implementation Partner: FRESH Coalition            Primary Contact: Morgan McCarty            Address: 30 Technology Drive Rocky Mount, VA 24151            Phone: (540) 493-6875</p> <p>Implementation Partner: Ferrum College            Primary Contact: Jill Adams            Address: Ferrum College 10021 Franklin Street Ferrum, VA 24088</p>	April 2013- January 2014	<p>Volunteers</p> <p>List of establishments to survey</p> <p>Training on Compliance Surveys using several workbooks, including The University of Minnesota's <i>Alcohol Compliance Check Manual</i>, OJJDP's <i>Guide to Conducting Alcohol Purchase Surveys</i></p>	<p>Money for incentives for participants (\$10 per person)</p> <p>Mileage (\$.48 per mile)</p> <p>Supplies for recognizing merchants who ask for ID (example: a card)</p>	<p>Process: Document number of compliance surveys completed and those who passed/failed. Document number of letters and certificates sent.</p> <p>Outcome:</p> <p>1. A 20% increase in 18-20 year olds that report that it is "hard" or "very hard" to purchase alcohol in the county, from 20% to 24%, as measured by the ABS.</p> <p>2. A 10% increase in youth, ages 18-20 reporting that they were asked to show ID the last time they bought or tried to buy alcohol, from 38% to 48%, as measured by the ABS.</p> <p>3. A 10% increase in youth, ages 21-24 reporting that they were asked to show ID the last time they bought, or tried to buy, alcohol, from 71% to 81%, as measured by the ABS.</p> <p>4. A 400% increase in</p>

					number of compliance checks completed, from 0 in 2011-12 to 40 in 2013.
Publish names of those checked during identified time period who passed the compliance survey	Implementation Partner: Franklin News Post Primary Contact: Charles Booth Address: 310 Main Street, SW Rocky Mount, Virginia 24151  Phone: (540) 483-5113	April 2013 – January 2014	Names of outlets who participated in compliance survey	Newspaper space will be donated	Process: Document number of outlets checked and passed/failed

**Strategy:**

**Mass Media Campaigns ( 2 distinct campaigns)**

**Contributing Factors:**

1. **Rapid consumption of alcohol/drinking games**
2. **Lack of knowledge about BAC**
3. **Low perceived risk of drinking and driving**

**Target Groups:**

1. **18-24 year olds**
2. **Community Members**

Activity	Who is responsible?	What is the timeline?	What resources and training are needed?	How much will it cost?	Evaluation: What and How?
<p>Create and implement a mass media campaign emphasizing legal consequences and raising awareness of increased law enforcement targeting alcohol impaired driving</p> <p>Meet with local media representatives to develop comprehensive media campaign</p>	<p>Implementation Partner: FRESH Coalition                      Primary Contact: Regina Clark                      Address: 30 Technology Drive                      Rocky Mount, VA 24151                      Phone: (540) 493-6875</p> <p>Implementation Partner: Fox 21/27                      Primary Contact: Kim Smith                      Address: 2618 Colonial Ave                      Roanoke, VA 24015                      Phone: (540) 344-2127</p>	<p>Quarterly from April 2013 – January 2014 in coordination major checkpoints</p> <p>Implement media campaign: April 2013 – January 2014</p>	<p>Creativity</p> <p>Knowledge of advertising and promotion</p> <p>Knowledge of target audience</p> <p>Skills with media production</p>	<p>\$10,000 for Public Service Announcements on TV and cinema trailers</p>	<p>Process:                      Document meetings, number of materials created and used</p> <p>Outcomes:</p> <p>1. A 5% increase in the number of respondents, 18-20, who respond that they are “likely” or “very likely” that they will be stopped and cited for DUI if drinking and driving, from 88% to 92%, as measured by the ABS.</p> <p>2. A 5% increase in the number of respondents, 21-24, who respond that they are “likely” or “very likely” that they will be stopped and cited for DUI if drinking and driving, from 72% to 75%, as</p>

					<p>measured by the ABS.</p> <p>3. A 5% increase in 18-20 year olds of the perceived risk of driving after drinking four or five drinks of alcohol, from 88% to 92%, as measured by the ABS.</p> <p>4. A 5% increase in 21-24 year olds of the perceived risk of driving after drinking four or five drinks, from 84% to 88%, as measured by the ABS.</p> <p>5. A 5% decrease in those 18-20 who report binge drinking in the past 30 days from 47% to 42% as measured by the ABS.</p> <p>6. A 5% decrease in those 21-24 who report binge drinking in the past 30 days from 40% to 35% as measured by the ABS.</p> <p>7. Twenty-five percent (25%) of 18-24 year olds will report seeing or hearing messages about DWI patrols, dangers of binge drinking, and/or crackdown on sales of alcohol to minors as measured by</p>
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					<p>additional questions added to the ABS.</p> <p>8. At least 5% of those 18-24 will report that they changed their drinking and driving behaviors by calling a cab, having a designated driver, or waiting before driving after drinking, as measured by additional questions added to the ABS.</p>
Media report on effectiveness of sobriety checkpoints	<p>Implementation Partner: Franklin News Post  Primary Contact: Charles Booth  Address: 310 Main Street, SW Rocky Mount, Virginia 24151  Phone: (540) 483-5113</p>	<p>Quarterly report to community members:  July 2013  October 2013  January 2014</p>	Writing skills for articles to be published	Newspaper space will be donated.	<p>Process: Documentation of media coverage, number of venues and methods used</p>
<b>Activity</b>	<b>Who is responsible?</b>	<b>What is the timeline?</b>	<b>What resources and training are needed?</b>	<b>How much will it cost?</b>	<b>Evaluation: What and How?</b>
Ferrum College students will implement and promote mass media campaign to raise awareness of the dangers of binge drinking and drinking and driving.	<p>Implementation Partner: FRESH Coalition  Primary Contact: Morgan McCarty  Address: 30 Technology Drive Rocky Mount, VA 24151  Phone: (540) 493-6875</p>	<p>Monthly campaigns  April - May 2013,  September 2013 –  January 2014</p>	<p>Materials</p> <p>Campaign themes and activities to be determined by Ferrum College students</p> <p>Develop promotional items to support plan</p>	<p>Cost of resources and materials needed: \$7,290 includes funds for billboards, promotional items, campus signs, web-based advertising and other venues chosen by student focus groups.</p>	<p>Process: Document: Meetings, Number of promotional items distributed, banners posted, social media distributed, etc.</p>

	<p>Implementation Partner: Ferrum College  Primary Contact: Jill Adams  Address: Ferrum College  10021 Franklin Street Ferrum, VA 24088  Phone: (540) 365-4224</p>			<p>Cost of refreshments for focus groups and student meetings.</p>	<p>Outcomes:</p> <ol style="list-style-type: none"> <li>1. A 5% increase in 18-20 year olds of the perceived risk of driving after drinking four or five drinks of alcohol, from 88% to 92%, as measured by the ABS.</li> <li>2. A 5% increase in 21-24 year olds of the perceived risk of driving after drinking four or five drinks, from 84% to 88%, as measured by the ABS.</li> <li>3. A 5% decrease in those 18-20 who report binge drinking in the past 30 days from 47% to 42% as measured by the ABS.</li> <li>4. A 5% decrease in those 21-24 who report binge drinking in the past 30 days from 40% to 35% as measured by the ABS.</li> <li>5. Twenty-five percent (25%) of 18-24 year olds will report seeing or hearing messages about DWI patrols, dangers of binge drinking, and/or crackdown on sales of alcohol to minors as measured by additional</li> </ol>
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					<p>questions added to the ABS.</p> <p>6. At least 5% of those 18-24 will report that they changed their drinking and driving behaviors by calling a cab, having a designated driver, or waiting before driving after drinking, as measured by additional questions added to the ABS.</p>
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10. One-Year Budget

**Projected Line Item Allocations**  
**Budget Summary Sheet**

Expenditure Category	Amount Requested	In-kind	Local Funds	Amount Paid from Other Sources	Total Project Budget
<b>Personnel</b>					
Salaries:					
Project Coordinator/ Community Organizer	\$27,500				\$27,500
Ferrum College Liaison	\$13,750				\$13,750
Supervisor				\$4,167	\$4,167
Fringe Benefits:	\$12,375				\$12,375
<b>Consultants/Contracted Services:</b>					
Cost of Sobriety Checkpoints/saturation Patrols	\$7,550			\$17,250	\$24,800
Compliance Checks/Surveys	\$1,000				\$1,000
Mass Media Campaign	\$17,290				\$17,290
Space for Meetings		\$1,000			\$1,000
Volunteer Assistance		\$2,500			\$2,500
Registration for CADCA Conference	\$2,240				\$2,240
Evaluator: Lydia Marek, Evaluation Consulting, Inc. will analyze all evaluation materials	\$9,500				\$9,500
Membership to CCoVA	\$200				\$200
<b>Supplies:</b>					
Printing	\$2,100				\$2,100
Office Supplies	\$1,700				\$1,700
Postage	\$242				\$242
YRBS	\$1,000				\$1,000
<b>Travel</b>					
Mileage	\$4,915				\$4,915
Lodging	\$5,503				\$5,503
Per Diem	\$1,586				\$1,586
Flight	\$1,000				\$1,000
Shuttle Service/Hotel Parking	\$86				\$86
Refreshments for Meetings	\$2,640				\$2,640
<b>Total Direct Costs</b>	<b>\$112,177</b>	<b>\$3,500</b>		<b>\$21,417</b>	<b>\$137,094</b>
<b>Total Indirect Costs</b>	<b>\$8,973</b>				<b>\$8,973</b>
<b>Total</b>	<b>\$121,150</b>				<b>\$146,067</b>

BUDGET NARRATIVE:  
**SPF-SIG**  
**2013-14**  
Phase II

A. PERSONNEL

Expenditure Category Personnel	Salary	Level of Effort	In-kind	Other Funds	Amount Requested
Salaries					
Project Coordinator/Community Organizer	\$33,000/annual x 10 months = \$27,500	100%			\$27,500
Ferrum College Liaison	\$16,500/annual x 10 months = \$13,750	50%			\$13,750
Supervisor	\$50,000/annual x 10 months = \$41,667	10%		\$4,167	
Total Salary					\$41,250
	Rate				
Fringe Benefits	\$41,250 x 30% = \$12,375				\$12,375
<b>Subtotal</b>					<b>\$53,625</b>
<b>Total Personnel</b>				<b>\$4,167</b>	<b>\$53,625</b>

**JUSTIFICATION:** Personnel needed will include 1.5 FTE's:

Full-time position will serve as the Project Coordinator/Community Organizer for the coalition and the activities of the coalition throughout Franklin County. The second position will work specifically with organizing the activities through Ferrum College, forming a task force for compliance checks and mass media campaigns: supervising their meetings, activities, and assisting with training.

Fringe benefits include: FICA, Worker's Compensation, Unemployment, Virginia Retirement System, Health Insurance and are calculated as a total @ 30%.

**Other Funds:** Supervision of the Project will be provided by the Prevention Manager for Piedmont Community Services, the fiscal agent calculated @ 10% of her salary which will be paid out of other funds.

**Total Personnel Costs = \$53,625.**

**B. CONTRACTED SERVICES**

Expenditure Category Consultants/Contracted Services	Rate	In-kind	Other funds	Amount Requested
Cost of Sobriety Checkpoints/Saturation Patrols	5 large scale checkpoints will be provided by Sheriff's Office			

	\$6,000 from Sheriff's Office for 4 large scale checkpoints \$1,500 from FRESH for 1 large scale checkpoint.		\$6,000	\$1,500
	\$11,250 from SO for 15 small checkpoints \$3,750 from FRESH for up to 5 additional small checkpoints \$2,300 from FRESH for at least 10-12 Saturation Patrols		\$11,250	\$3,750 \$2,300
Cost of Compliance Checks	Postage accounted for above. Certificates, etc. accounted for in office supplies budget.			\$0
Cost of Compliance Surveys	\$25 per stipend for volunteer from Ferrum College and the community to go to alcohol merchants and attempt to purchase x 40 trips = \$1,000 Mileage accounted for in travel budget. Supplies for recognizing merchants accounted for in office supplies budget.			\$1,000
Mass Media Campaigns	Billboards @ \$1,200/each x 4 = \$4,800 Newspaper Print ads 7 x \$70/each = \$490 PSAs on Radio, T.V, and Cinema = \$10,000 Promotional items for distribution = \$2,000			\$17,290
Space for Meetings	\$100/month x 10 months = \$1,000	\$1,000		0
Volunteer Assistance	Adults @ \$25/hour x 10 hour/months = \$250/month x 10 months = \$2,500	\$2,500		0
Registration for CADCA Conferences	2 attendees at each of 2 conferences \$560 x 4 = \$2,240			\$2,240
Evaluator	Lydia Marek, Evaluation Consulting, Inc. will analyze all evaluation materials			\$9,500
Membership to CCoVA	Membership for 1 year to CCoVA			\$200
<b>Total Contracted Services</b>		<b>\$3,500</b>	<b>\$17,250</b>	<b>\$37,780</b>

**JUSTIFICATION:**

Services for the four strategies will be contracted through the sheriff's department, newspapers, cinema, etc. The four strategies chosen for Phase II include: Sobriety Checkpoints, Compliance Checks, Compliance Surveys and Mass Media Campaigns. The cost for these strategies including in-kind is explained below.

**Sobriety Checkpoints/ Saturation Patrols:** According to the Sheriff, it costs approximately \$1,500 for a large scale checkpoint (15 officers for 4 hours x \$25/hour = \$1,500 per checkpoint) and approx. \$750 for a smaller checkpoints (10 officers for 3 hours x \$25/hour = \$750) and approximately \$200 for saturation patrols (1 officer for 6-8 hours x \$25/hour = \$200). The large checkpoints will be targeted during: the months that included the greatest number of MVCs: January, July, and December. The smaller checkpoints will be run multiple times during the year. Saturation patrols are sometimes conducted concurrently with sobriety checkpoints and sometimes separately. Collectively the coalition has agreed to 5 large scale checkpoints and 15-20 smaller checkpoints and saturation patrols throughout the entire year. Total cost for Sobriety

Checkpoints and Saturation Patrols: \$24,800; Sheriff's Department will use DMV grant money to pay \$17,250 towards this cost.

**Total for Sobriety Checkpoints and Saturation Patrols: \$7,550**

**Compliance Checks:** Will be completed by the Virginia Department of ABC. Certificates will be provided to those who are found to be in compliance. Postage and materials are the only cost.

**Compliance Surveys:** \$1,000 for stipends for the volunteers who work with the coalition to complete these. Mileage will be another cost. Some acknowledgement for those who pass will be provided through other costs.

**Mass Media Campaigns:**

1. Media will include television PSAs, web banner ads, snipes, squeezebacks, weather and sports billboards, appearances on morning shows and special news stories about the issues. Cinema ads will be purchased for movie theater coverage at the Roanoke and Franklin County movie theaters (many of the young adults travel to Roanoke for movies, restaurants and evenings out). Billboards will be obtained and newspaper ads will be used as part of the campaign as well. \$10,000

2. Media for Ferrum College Mass Media Campaign will include: Press releases, PSAs, promotional items with awareness messages, signs, banners, and social media etc. \$7,290  
Items will be selected with input from focus groups.

**Capacity Building:** Registration is shown for CADCA Conferences = \$2,240.

**Evaluation:** Lydia Marek, Evaluation Consulting, Inc. will be contracted to complete evaluation of the project. She will provide analysis of data and provide evaluation of the project, comparing results with baseline information. Her fee in the initial phase of the grant was based on 12% of the annual budget which was \$15,500. This year most of the assessments will be repeated and analysis and reports will be needed. The coalition will pay \$9,500 for evaluation for this 10-month period.

**CCoVA Membership:** In order to collaborate with other coalitions throughout Virginia, the coalition will join CCoVA for \$200.

**In-Kind:**

Space for meetings will be provided in-kind at various facilities and are calculated @ \$100/month x 10 months = \$1,000.

Volunteers will be needed for sponsoring different activities and events, facilitating focus groups, collecting data through surveys and other means.

Volunteer in-kind service is calculated @ \$25/hour for adult professionals.

Some television, radio and newspaper spots will be provided as bonuses to those paid.

**Total Contracted Services = \$37,780.**

### C. SUPPLIES/EQUIPMENT

Expenditure Category Supplies/Equipment	Rate	In-kind	Amount Requested
Printing	Flyers, surveys, announcements, certificates for Compliance Checks \$2,100		\$2,100
Office Supplies	\$170/month x 10 months = \$1,700		\$1,700
Postage			\$242
YRBS	Paper + copying or printing of Youth Risk Behavioral Survey for 800 students @ \$1.25/student		\$1,000
<b>Total Supplies/Equipment</b>			<b>\$5,042</b>

**JUSTIFICATION:** Printing will be needed for flyers, surveys, announcements, etc. Office supplies include pens, notebooks, ink cartridges, paper supplies and are calculated at \$170/month x 10 months. Postage will be needed for mailing certificates, etc. The YRBS will be administered this Spring in order to compare data to the baseline. For approximately 800 students to take the survey, cost is estimated at \$1,000.

**Total Supplies/Equipment = \$5,042.**

### D. TRAVEL

Expenditure Category Travel	Item	Rate	Amount Requested
Implementation and Training Meetings 2 adults	Mileage	\$0.48/mile x 360 miles (round-trip) x 3 trips x 3 cars =	\$1,555
	Lodging	\$119/night ++ x 1 night x 3 meetings x 3 participants =	\$1,203
	Per Diem	\$36/day x 1.5 days/each meeting x 3 people x 3 meetings = \$486	\$486
CADCA National Forum Leadership Conference	Mileage	\$0.48/mile x 600 miles = \$288	\$288
	Lodging	\$220 ++ x 1 room x 4 nights = \$900 x 2 people = \$1,900	\$1,900
	Per Diem	\$50/day x 5 days x = \$250 x 2 people = \$500	\$500
CADCA Mid-Summer Training Institute	Mileage	Airfare to Austin, TX @ \$500 x 2 people=\$1,000	\$1,000
	Lodging	\$220 ++x 1 room x 5 nights = \$1,200 x 2 people = \$2,400	\$2,400
	Per Diem	\$50/day x 6 days x = \$300 x 2 people = \$600	\$600
		Parking at Airport \$60	\$60
		Shuttle Service \$26	\$26
Local Travel throughout Franklin County	Mileage	\$0.48/mile x 160 miles/week x 40 weeks = \$3,072	\$3,072
Refreshments for Coalition meetings, meetings with Ferrum College students	Ferrum College student meetings	\$3/person x 30 people x 10 meetings = \$900	\$2,640
	Focus Group meetings	\$6/person x 20 people x 4 meetings = \$480	
	FRESH Coalition meetings	\$3/person x 30 people x 10 meetings = \$900	
	Steering Committee meetings	\$6/person x 6 people x 10 meetings = \$ 360	

<b>Total Travel</b>			<b>\$15,730</b>

**JUSTIFICATION:**

**Mandatory Trainings:** Travel will be required to attend the three 1-day implementation trainings. Expenses to Richmond area from Rocky Mount, Virginia include mileage @ \$0.48/mile x 360 miles (round-trip) x 3 trips x 3 cars = \$1,555, lodging calculated @ \$119/night x 1 nights for each meeting x 3 trips x 3 participants - \$1,203 (++) estimated), per diem calculated @ \$36/day (fiscal agent rate) x 4.5 days x 3 people = \$486. Total cost for meetings = \$3,244.

**CADCA National Forum:** Regina Clark and Morgan McCarty will attend the CADCA Conference to learn more about strengthening the coalition and possible strategies for Phase II. Cost for 2 adults for 5 days/4 nights = Expenses to Washington DC include mileage @ \$0.48/mile x 600 miles = \$288; lodging calculated @ \$220 ++ x 1 room x 4 nights x 2 rooms = \$1,900 (++) estimated); \$250 per diem calculated @ \$50/day x 5 days x 2 people = \$500. Total cost for CADCA Conference = \$2,688.

**CADCA Mid-Summer Training Institute:** Regina Clark and Morgan McCarty will attend the CADCA Mid-Summer Training Institute to increase skills and knowledge about capacity and coalition-building. Cost for airfare to Austin, TX = \$500 x 2 people = \$1,000; lodging calculated @ \$220 ++ x 1 room x 5 nights x 2 rooms = \$2,400 (++) estimated); parking for car at airport @ \$10/night x 6 nights= \$60; shuttle service from airport to hotel @ \$26/round-trip Per diem calculated @ \$50/day x 6 days for 2 people = \$600. Total cost of CADCA Mid-Summer Training Institute = \$4,086

**Local travel:** estimated @ 160 miles/week x 40 weeks/year @ \$0.48/mile = \$3,072.

**Refreshments for meetings:** Simple refreshments will be provided at meetings  
 Meetings with Ferrum College students \$3/person x 30 people x 10 meetings= \$900  
 Focus group meetings \$10/person x 12 people/meeting x 4 meetings = \$480  
 Coalition meetings \$3/person x 30 people x 10 meetings = \$900  
 Steering Committee Meetings \$6/person x 6 x 10 meetings = \$360  
 Total of \$2,640 for refreshments.

**Total Request for Travel Funds = \$15,730.**

**E. OTHER**

**F. INDIRECT COSTS**

<b>Expenditure Category Indirect Costs</b>	<b>Rate</b>		<b>Amount Requested</b>
General Administration costs			\$8,973
<b>Total Indirect Costs</b>			<b>\$8,973</b>

**JUSTIFICATION:** Indirect costs will include General administration costs, including internet service fees, services by the finance department, IT support personnel, Human Resources, Executive management, grants accounting, and audits which will be provided by Piedmont Community Services. The staff for the SPF-SIG project will be housed in the Piedmont

Community Services Rocky Mount facility. The rent is equal to \$500/month for 10 months = \$5,000. Also included is the cost for the checking fee for reimbursements. The total costs are calculated at 8% of the direct costs (\$112,177) which would equal \$8,973.

**Total Indirect = \$8,973.**

**G. TOTAL BUDGET**

<b>Total Budget</b>	<b>Amount Requested</b>	<b>In-kind</b>	<b>Local Funds</b>	<b>Amount Paid from Other Sources</b>	<b>Total Project Budget</b>
<b>A. Personnel</b>	\$53,625			\$4,165	\$57,790
<b>B. Contracted Services</b>	\$37,780	\$3,500		\$17,250	\$58,530
<b>C. Supplies/Equipment</b>	\$5,042	0		0	\$5,042
<b>D. Travel</b>	\$15,730	0		0	\$15,730
<b>E. Other</b>	\$0	0		0	\$0
<b>F. Indirect</b>	<u>\$8,973</u>	<u>0</u>		<u>0</u>	<u>\$8,973</u>
<b>Total Budget</b>	\$121,150	\$3,500		\$21,415	\$146,067

## Appendix A: Memorandum of Agreement/Support Letters

W. Q. "Bill" Overton, Jr.  
Sheriff



Tel: (540) 483-6626  
Fax: (540) 483-7757

### Office of the Sheriff County of Franklin

#### Memorandum of Understanding

Between the FRESH Community Coalition and  
Franklin County Sheriff's Office

As an active coalition member, Franklin County Sheriff's Office in Franklin County, VA, fully supports the FRESH (Focus on Response and Education to Stay Healthy) Community Coalition application for the Strategic Prevention Framework - State Incentive Grant.

The Franklin County Sheriff's Office has collaborated with Piedmont Community Services and the FRESH Community Coalition to help prevent the use and abuse of alcohol, tobacco, and other drugs in Franklin County for several years. We have been an integral part of the formation of the adult community coalition, FRESH and its partner, CHILL (Communities Helping Improve Local Lives) Youth Task Force. We have worked together to lower the risk factors for our community by committing staff to coalition projects as well as providing school resource officers to reduce the risk factors that contribute to the use of illegal drugs.

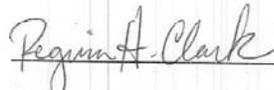
Franklin County Sheriff's Office agrees to contribute to the FRESH and CHILL coalition State Incentive Grant project by:

1. Providing staff for coalition projects
2. Providing 5 large scale and 15-20 small scale sobriety checkpoints throughout the county
3. Facilitating compliance checks at local alcohol retailers
4. Supporting the efforts of the FRESH Coalition in Franklin County



W.Q. "Bill" Overton, Sheriff  
Franklin County Sheriff's Office

Date: 11-29-2012



Regina H. Clark, Community Organizer  
Piedmont Community Services

Date: 11/29/2012

70 East Court Street, Suite 101 - Rocky Mount, Virginia 24151



COMMONWEALTH of VIRGINIA  
*Department of Alcoholic Beverage Control*

COMMISSIONERS  
J. NEAL INSLEY, CHAIR  
SANDRA C. CANADA

2901 HERMITAGE ROAD  
P O BOX 27491  
RICHMOND, VIRGINIA 23261  
PHONE (804) 213-4400  
FAX (804) 213-4411  
TDD LOCAL (804) 213-4687

CHIEF OPERATING OFFICER/SECRETARY TO THE BOARD  
W. CURTIS COLEBURN, III

January 20, 2013

Regina H. Clark, MEd, CPP  
Piedmont Community Services  
30 Technology Drive  
Rocky Mount, VA 24151

Dear Ms. Clark,

I am pleased to support your grant application that will include alcohol compliance checks and alcohol compliance surveys in Franklin County, Virginia. I understand that, if awarded, the grant would be implemented around April 2013 and continue through January 2014. I would estimate that approximately 40 alcohol compliance checks should be expected during the reported time frame.

The Virginia Alcoholic Beverage Control will work collaboratively with the FRESH coalition to complete alcohol compliance checks and assist in training and education classes for the coalition and community based needs.

I look forward to working with you on this important initiative.

Sincerely,

A handwritten signature in cursive script that reads "Mark G. Scott".

Mark G. Scott  
Special Agent  
Bureau of Law Enforcement  
Virginia Alcoholic Beverage Control



Ferrum College  
P.O. Box 1000  
Ferrum, VA 24088

January 11, 2013

To Whom It May Concern:

As the Director of Health Programming at Ferrum College, I agree to continue supporting the FRESH (Focus on Response and Education to Stay Healthy) Coalition's efforts to help young people make healthy and positive choices. I agree to work with the coalition to share resources, collaborate on projects, and partner with other community organizations. Ferrum College students will be available to assist with the efforts of developing mass media campaigns on campus and participate in alcohol compliance surveys in the community. Participation in the efforts of the coalition will benefit our students and I look forward to strengthening the connections between Ferrum College, FRESH, and the Franklin County community.

Sincerely,

Jill Adams  
Coordinator for Student Health Programming

To Whom It May Concern:

This letter is to serve as notice that the Center for Community Engagement at Ferrum College is interested in partnering with Regina Clark and Piedmont Community Services to help promote awareness of alcohol issues in 18-24 year olds. The Center will provide students to participate in alcohol compliance surveys, to develop awareness campaigns, and to determine the best ways to target 18-24 year olds. Students from various courses will be involved, including Business/Marketing, Health and Human Performance, Psychology, and a variety of Social Research courses.

We are excited to be partnering with Regina and with Piedmont Community Services on this important health issue.

Sincerely,

Kevin P. Reilly, PhD  
Dean, School of Social Sciences and Professional Studies  
Co-Director, Center for Community Engagement  
Ferrum College  
295 Ferrum Mountain Road  
Ferrum, VA 24088  
540-365-4407  
[kpreilly@ferrum.edu](mailto:kpreilly@ferrum.edu)

## Worksheet 5-1. Community Representation and Potential Data Sources

Jurisdiction: Franklin  
County

Name	Organization	Contribution
Lori McClure	Carilion Franklin Memorial Hospital	Health information
Bill Jacobson	Carilion Franklin Memorial Hospital and Rocky Mount Rotary Club	Health and community information
Todd Maxey	Franklin County Sheriff's Office	Law enforcement data
Josh Harris	Rocky Mount Police Department	Law enforcement data
CHILL Members	CHILL Youth Task Force, Franklin County High School	Youth input
Keith Pennington	Franklin County Public Schools	Education information
Amanda Rucker	McDonalds	Business and Youth
Florella Johnson	Bridge to Life with Champs	Youth
Charlie Booth	The Franklin News Post	Media awareness
Steve Oaks	Cable 12	Media awareness
Greg Winge	Franklin County Comprehensive Services Act	Community input
Cindy Treadway	Family Resource Center	Community input
Peggy Woody	Piedmont Community Services Board of Directors	Community input
Donna Ferguson	Piedmont Community Services	Community input, Substance Abuse and Prevention info
Jill Adams	Ferrum College	Student and young adult
Jamie Stump	YMCA	Youth
Charlotte Runyon	Family Preservation Services	Community input

Jennie West	Ferrum College	Student and young adult
Greg Reeves	VA Department of Health	Health information
Mark Scott	VA Department of ABC	Law enforcement data
John Frye	Family Pharmacy	Business and prescription drug information
Tonya Pickett	STEP, Inc.	Community input
Martha Phillips	Department of Juvenile Justice	Law enforcement and youth

**Worksheet 5-2. Suggested Timeline for Completing Phase I Tasks**

**Jurisdiction:** Franklin  
**County** \_\_\_\_\_

<b>Task</b>	<b>Completion Date (Suggested)</b>	<b>Responsible Team Member(s)</b>
Complete coalition matrix and assemble final coalition.	April 2012	Coalition members Regina Clark, Project Coordinator
Decide on target demographic groups or areas (neighborhoods or communities within jurisdiction). Items 1 & 2 on Worksheet 5-3	April 2012	Regina Clark, Project Coordinator
Collect data for intervening / contributing factors. Items 3-18 on Worksheet 5-3	October 2012	Coalition members Regina Clark, Project Coordinator
Prioritize factors to be targeted for prevention. Items 19-22 on Worksheet 5-3	November 2012	Coalition members Bonnie Favero, Supervisor Regina Clark, Project Coordinator
Select evidence-based interventions to match prioritized factors and begin writing needs assessment report - Jurisdiction Strategic Plan. Items 23 & 24 on Worksheet 5-3	November 2012	Coalition members Bonnie Favero, Supervisor Regina Clark, Project Coordinator
Send draft Strategic Plan to Coalition. Item 25 on Worksheet 5-3	November 16, 2012	Regina Clark, Project Coordinator
Final Strategic Plan due to your assigned Prevention Resource Trainer. Item 26 on Worksheet 5-3	November 30, 2012	Bonnie Favero, Supervisor

**Worksheet 5-3. Detailed Timeline for Community Assessment Process**

**Jurisdiction:** Franklin  
**County**

<b>Worksheet 5-3. Detailed Timeline</b>				
<b>Items</b>	<b>Component</b>	<b>How will you collect this data?</b>	<b>Who is responsible for doing it?</b>	<b>When will it be completed? (Suggested Completion Date)</b>
1	Worksheet 5-4: Who is the Driver in Alcohol-related MVCs in Your Jurisdiction			
	Review of DMV-MVC data – rates & drivers’ residence Workbook Section 5.5.1 Appendix A-7	Provided	Regina Clark, FRESH Organizer	April 2012
	Existing Youth / Young Adult Surveys Prevalence, Patterns of Driving Workbook Section 5.5.1 Appendix A-7	YRBS	Regina Clark, FRESH Organizer	May 2012
2	Worksheet 5-5: When and Where Do Crashes Occur?			
	Examine DMV-MVCs by month & time of occurrence. Workbook Section 5.5.2 Appendix A-10	Provided	Regina Clark, FRESH Organizer	April 2012
	Examine MVCs by location of occurrence Workbook Section 5.5.2 Appendix A-10	Provided	Regina Clark, FRESH Organizer	April 2012
3	Worksheet 5-6. Per-Capita VABC Alcohol Consumption Licenses per Population Workbook Section 5.6.1 Appendix A-13	Provided	Regina Clark, FRESH Organizer	April 2012
4	Community Access Assessment Tool Workbook Section 5.6.1 Appendix B-2	In person, During coalition meeting	Coalition members Law enforcement Regina Clark, FRESH Organizer	October 2012
5	Restaurant Alcohol Assessment Tool Workbook Section 5.6.1 Appendix B-5	In person	Coalition members	August 2012
6	Compliance Checks Data Workbook Section 5.6.1	ABC Website	Regina Clark, FRESH Organizer	October 2012

### Worksheet 5-3. Detailed Timeline

Items	Component	How will you collect this data?	Who is responsible for doing it?	When will it be completed? (Suggested Completion Date)
7	Community Perception Survey Workbook Section 5.6.2 & 5.6.4 Appendix B-8	Surveys distributed to community members	Coalition members Regina Clark, FRESH Organizer	September 2012
8	Community Forums Workbook Section 5.6.2 Appendix B-11	Host two forums in the community	Coalition members Regina Clark, FRESH Organizer	October 2012
9	Youth/Young Adult Focus Groups Workbook Section 5.6.2 Appendix B-14	Host multiple focus groups with 18-24 yr olds in Franklin Co.	Regina Clark, FRESH Organizer	October 2012
10	Worksheet 5-7: Impaired Driving Cases, 2005–2009 Workbook Section 5.6.3 Appendix A-14	District and Juvenile Court records	Regina Clark, FRESH Organizer	October 2012
11	Law Enforcement Survey Workbook Section 5.6.3 Appendix B-16	Interviews with law enforcement officials	Regina Clark, FRESH Organizer	October 2012
12	Community Norms Assessment Workbook Section 5.6.4 Appendix B-18	During coalition meeting	Coalition members Regina Clark, FRESH Organizer	August 2012
13	Pricing Assessment Tool Workbook Section 5.6.5 Appendix B-5	In person	Coalition members	August 2012
14	Worksheet 4-8: Community Events and Festivals and Alcohol-Related Sponsors Workbook Section 5.6.6 Appendix A-15	During coalition meeting	Coalition members	August 2012
15	Community Promotion Assessment Tool Workbook Section 5.6.6 Appendix B-19	During coalition meeting	Coalition members	October 2012
16	Restaurant Promotion Tool Workbook Section 5.6.6 Appendix B-5	In person	Coalition members	August 2012
17	Identify and review existing data on perceived risk Workbook Section 5.6.7	Interviews, Forums, Focus groups, surveys	Regina Clark, FRESH Organizer	October 2012

### Worksheet 5-3. Detailed Timeline

Items	Component	How will you collect this data?	Who is responsible for doing it?	When will it be completed? (Suggested Completion Date)
18	Consider additional data to collect and review Workbook Section 5.7	Interviews	Regina Clark, FRESH Organizer	November 2012
19	Worksheet 6-1. Intervening Variable Rankings Workbook Section 6.1 Appendix A-16	During coalition meeting	Coalition members Bonnie Favero, Supervisor Regina Clark, Project Coordinator	November 2012
20	Worksheet 6.2. Selection of Highest Ranked Intervening Variables Workbook Section 6.1 Appendix A-17	During coalition meeting	Coalition members Bonnie Favero, Supervisor Regina Clark, Project Coordinator	November 2012
21	Worksheet 6-3. Priority and Changeability Assessment Workbook Section 6.2 Appendix A-18	During coalition meeting	Coalition members Bonnie Favero, Supervisor Regina Clark, Project Coordinator	November 2012
22	Worksheet 6-4. Final Considerations			
	List the 'High Priority for Planning' factors Workbook Section 6.3 Appendix A-19	During coalition meeting	Coalition members Bonnie Favero, Supervisor Regina Clark, Project Coordinator	November 2012
	Connections between the Who, Where, When and Why of MVCs Workbook Section 6.3 Appendix A-20	During coalition meeting	Coalition members Bonnie Favero, Supervisor Regina Clark, Project Coordinator	November 2012
23	Select evidence-based programs to target identified factors	Separate workbook and training to be completed during Phase I		
24	Worksheet 7-1: Locality Logic Model Workbook Section 7.2 Appendix A-21	During coalition meeting	Coalition members Bonnie Favero, Supervisor Regina Clark, Project Coordinator	November 2012
25	Send draft Strategic Plan to coalition for review		Bonnie Favero, Supervisor Regina Clark, Project Coordinator	November 16, 2012
26	Strategic Plan due to PRTs		Bonnie Favero, Supervisor Regina Clark, Project Coordinator	November 30, 2012

**Worksheet 5-4. Who is the Driver in Alcohol-related MVCs in Your Jurisdiction in 2009-2010?**

**Jurisdiction: Franklin County, Virginia**

Driver's Age	Sex	# of MVCs 2009-2010	2009 population	2-Year Rate 2009-2010 / 10,000 [(# MVCs / 2009 Pop) X 10,000]	Estimated Annual Rate / 10,000 [2-yr rate / 2]
15-17 years	Male	1	1,247	8.02	4.01
	Female	0	1,204	0	0
	Total	1	2,451	0	2.04
18-20 years	Male	12	955	125.7	62.8
	Female	1	916	10.9	5.5
	Total	13	1,871	69.5	34.7
21-24 years	Male	23	1,330	172.9	86.5
	Female	7	1,259	55.6	27.8
	Total	30	2,589	115.9	57.9
Total 15-24 yrs	Male	36	3,531	102.0	51.0
	Female	8	3,379	23.7	11.8
	Total	44	6,910	63.7	31.8

1. Review the DMV-MVC data for your jurisdiction found in Appendix C. Count the number of drivers in each age group and record the total in the Total row of the 1<sup>st</sup> blank column (# of MVCs 2009-2010) for each age group. The DMV-MVC data -- number of alcohol-related MVCs with 15-24 year old drivers by locality for 2009 and 2010 -- is listed in Appendix C.
2. Within each of those age groups, record how many drivers were males and how many were females. Enter these data in the appropriate row of the 1<sup>st</sup> blank column.
3. Refer to the population table beginning on Appendix D-2 to get the 2009 estimated population for males and females **by age and jurisdiction**. Record the appropriate population figures for your jurisdiction in the population column of **Worksheet 5-4**, i.e., record the number of males 15 to 17 in the first row; the number of females 15 to 17 in the second row; etc.
4. Compute the **rates** of MVCs with alcohol-impaired drivers **by age and sex** using the following formula. Note 2009 population figures are the latest available at this time so should be used for all rates. You can compute a cumulative rate over the two-year period and estimate an annual rate by dividing this by '2.'

### Worksheet 5-4. Continued

Rate for the 2-Year Time Period:

[Total # MVCs for 2009 and 2010 by age and sex / 2009 population] X 10,000

Compare the locality-specific rates to the Virginia statewide rates included in the Table 5.1. Are your rates higher or lower for different age groups? For males or females? Be sure you are comparing two-year rates to two-year rates or annual rates to annual rates.

5. How many of the MVC drivers live in this jurisdiction? 23 (#)

NOTE: Statewide DMV data does not include race/ethnicity information unless a death occurs. Because it is so incomplete, it is not included in the data you received. However, you can check with local law enforcement to see if those data are available from them.

6. This represents 52% of all MVC drivers.

(# who live in jurisdiction / total # drivers)

7. For those who live in another jurisdiction, do many live close by or are they from a distance or even out of state?

2 - Bedford County (5%) 7-Roanoke (16%) 5-Surrounding Area (11%) 7-“Other” (16%)

8. Ask the questions:

- a. Do the data indicate a problem with visitors to the jurisdiction? Roanoke, Smith Mountain Lake
- b. What are the ages of these non-residents? 21-24
- c. Are youth or young adults traveling through the jurisdiction to get somewhere else that serves them alcohol?

This information is very important when considering evidence-based interventions - interventions focused on visitors to a locality will be different than those targeted toward residents.

**Worksheet 5-4. Continued**

9. Complete this table modifying categories as needed, with the consumption data you can find – this is a baseline. Updated data regarding consumption will be obtained as part of this project.

<b>Alcohol Consumption</b>	<b>%</b>	<b>Data Source</b>
Alcohol use in past month, 12-17	22% 8 <sup>th</sup> grade 41% - 10 <sup>th</sup> grade 61% 12 <sup>th</sup> grade	Youth Risk Behavior Survey 2012
Alcohol use in past month, 18-20	81%	Alcohol Behavior Survey
Alcohol use in past month, 21-24	52%	Alcohol Behavior Survey
Binge drinking in past month, 12-17	22% - 10 <sup>th</sup> grade 48% - 12 <sup>th</sup> grade	Youth Risk Behavior Survey 2012
Binge drinking in past month, 18-20	47%	Alcohol Behavior Survey
Binge drinking in past month, 21-24	40%	Alcohol Behavior Survey
Driving after drinking past month, 12-17	8% - 10 <sup>th</sup> grade 19% 12 <sup>th</sup> grade	Youth Risk Behavior Survey 2012
Driving after drinking past month, 18-20	26%	Alcohol Behavior Survey
Driving after drinking past month, 21-24	15%	Alcohol Behavior Survey
Perception of moderate or great risk with 1-2 drinks nearly every day 12-17	81% - 8 <sup>th</sup> grade 77% - 10 <sup>th</sup> grade 63% - 12 <sup>th</sup> grade	Youth Risk Behavior Survey 2012
Perception of moderate or great risk with 1-2 drinks nearly every day 18-20	Question not asked	
Perception of moderate or great risk with 1-2 drinks nearly every day 21-24	Question not asked	
Perception of moderate or great risk with binge drinking 18-20	78%	Alcohol Behavior Survey
Perception of moderate or great risk 21-24	63%	Alcohol Behavior Survey

10. Describe **who** is most at risk for an alcohol-related crash among your population of 15 to 24 year olds. Indicate such things as male or female, age group with the highest rate, age group with the highest prevalence of binge drinking or driving after drinking, etc. Also note any pattern that varies from what was seen at the state level.

**Highest risks: 12<sup>th</sup> graders and 10<sup>th</sup> grade boys**

1. 10<sup>th</sup> grade boys perceive significantly less risk in drinking 1 or 2 drinks nearly every day than 10<sup>th</sup> grade girls
2. 12<sup>th</sup> graders perceive significantly less risk than 10<sup>th</sup> graders

- 3. 12<sup>th</sup> graders binge drank significantly more than 10<sup>th</sup> graders
- 4. 10<sup>th</sup> grade boys significantly more likely to report driving after drinking than 10<sup>th</sup> grade girls

**Worksheet 5-5. When and Where Do Crashes Occur?**

**Jurisdiction: Franklin County**

1. Review the DMV-MVC data from Appendix C and determine how many crashes occurred in each month of the year during 2009 and 2010. Add the two years together. Then record these numbers on **the table below** and fill in the blank chart to see the pattern by time of the year. Compare this to Figure 5.1. Larger jurisdictions may do this separately for each year.
2. Then, examine the number of crashes that occurred between the following time ranges: 8:00 am – 11:59 am; 12:00 pm – 3:59 pm; 4:00 pm – 7:59 pm; 8:00 pm – 11:59 pm; 12:00 am – 3:59 am; 4:00 am – 7:59 am. Record on **the table below** and fill in the blank chart to see the pattern by time of day.  
Statewide, 60% of all alcohol-related crashes with a young adult driver occurred between 8:00 pm and 4:00 am. So, a second type of chart looks at the proportion of all alcohol-related crashes that occurred in each 4-hour time period. Compare local data to Figures 5.2 and 5.3.
3. Glue a map of the jurisdiction onto cardboard and, using pushpins, note the location of each crash on the map. The map will be used again as additional data is gathered.  
Note: Time of the crash can also be denoted on the map by using six different colors of pushpins – one color for each 4-hour time frame.

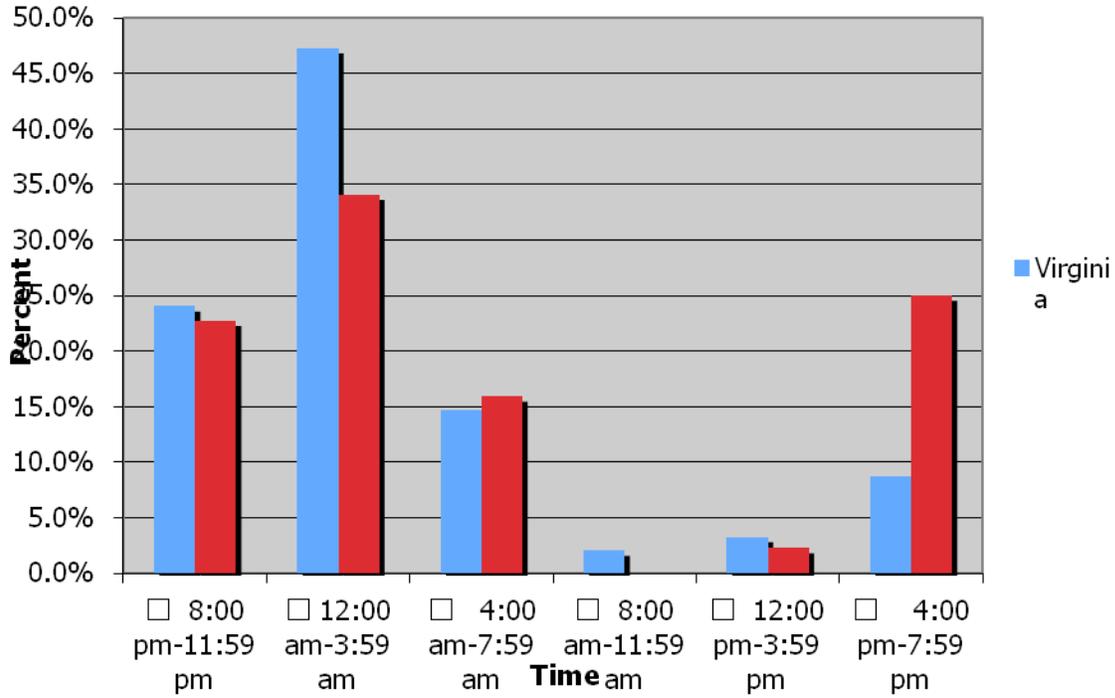
After reviewing the information, see if there is a pattern. Are most of the crashes between 8:00 pm and 12:00 am or 12:00 am and 4:00 am? Are many of them in one area on the map? Do they appear to be related to winter weather or holiday periods or prom and graduations time-points? Again, this is important to know as you target prevention strategies.

2009 & 2010 Month	# Crashes		2009 & 2010 Time	# Crashes
January	6		8:00 am – 11:59 am	0
February	2		12:00 pm – 3:59 pm	1
March	2		4:00 pm – 7:59 pm	11
April	4		8:00 pm – 11:59 pm	10
May	3		12:00 am – 3:59 am	15
June	3		4:00 am – 7:59 am	7
July	6		Total	44
August	2			
September	2			
October	3			
November	3			
December	8			
Total	44			

**Highest risks:**

January, July and December  
4:00 pm to 8:00 am

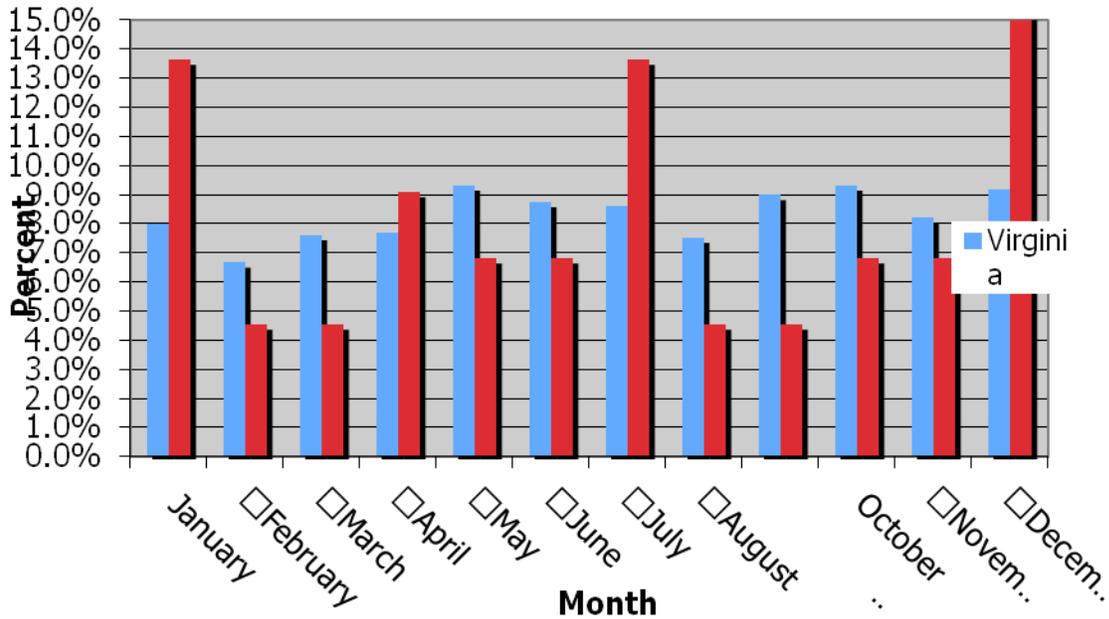
### Distribution of MVCs with Alcohol-Impaired Drivers 15 to 24 by Time of Day, 2011



Crash Time	Frequency		Percent	
	Virginia	Locality	Virginia	Locality
8:00 pm-11:59 pm	590	10	24.0%	22.7%
12:00 am-3:59 am	1161	15	47.3%	34.1%
4:00 am-7:59 am	361	7	14.7%	15.9%
8:00 am-11:59 am	50	0	2.0%	0.0%
12:00 pm-3:59 pm	80	1	3.3%	2.3%
4:00 pm-7:59 pm	214	11	8.7%	25.0%
<b>Total</b>	<b>2456</b>	<b>44</b>	<b>100.0%</b>	<b>100.0%</b>

Most crashes occur during midnight and 4:00 am (34%).  
 Most crashes (81.8%) occur from 4:00 pm through 4:00 am

### Distribution of MVCs with Alcohol-Impaired Drivers 15 to 24 by Month, 2011



Crash Month	Frequency		Percent	
	Virginia	Locality	Virginia	Locality
January	197	6	8.0%	13.6%
February	164	2	6.7%	4.5%
March	187	2	7.6%	4.5%
April	189	4	7.7%	9.1%
May	229	3	9.3%	6.8%
June	215	3	8.8%	6.8%
July	212	6	8.6%	13.6%
August	185	2	7.5%	4.5%
September	221	2	9.0%	4.5%
October	229	3	9.3%	6.8%
November	202	3	8.2%	6.8%
December	226	8	9.2%	18.2%
Total	2456	44	100.0%	100.0%

Most crashes occur during December and January (31.8%) followed by July (13.6%)

**Worksheet 5-6. Per-Capita VABC Alcohol Consumption Licenses per Population 15 and Over**

**Jurisdiction:** Franklin County

	<b># Licenses</b>	<b>City/County Population 15+</b>	<b>City/County Rate per 1,000 15+</b>	<b># Permits in VA</b>	<b>VA Rate per 1,000</b>
Wine & Beer (Keg) Off Premises	60	43,300	1.39	6,749	1.06
Wine & Beer On Premises	24		.55	2,175	0.34
Wine & Beer On & Off Premises	13		.30	738	0.12
Brewery	0		0	58	0.01
Mixed Beverage & Wine & Beer	19		.44	5,054	0.80
Entities for Special Events / Banquets				57	0.01
Caterers*	0		0	211	0.03
Wineries	2		.05	230	0.04
VABC Stores	2	↓	.05	335	0.05
<b>Total</b>	<b>120</b>	<b>43,300</b>	<b>2.77</b>	<b>15,607</b>	<b>2.46</b>

\*Some caterers are licensed for beer and wine only; some include mixed beverages.

1. An Excel file with a listing of the 15,278 licenses by jurisdiction is included in Appendix E. There are many different types of licenses issued by Virginia’s Department of Alcoholic Beverage Control so some categories have been combined on this listing. Use the information in the column entitled “License” to complete the above table.
2. Record the number of liquor licenses in your community for each category type. Record the jurisdiction population data found beginning on page Appendix D-10.
3. To calculate the rate of licenses per capita, use the following formula.

$$\frac{\text{Total \# of licenses}}{\text{County Population 15 and over}} \times 1,000 = \text{County rate per 1,000 population}$$

4. How does the number of VABC licenses per person in your jurisdiction compare to the number of liquor licenses per person across the state? Is your rate higher, lower, or about the same? Discuss the differences.

There is a slightly greater rate of licenses per person in Franklin Co. than across the state of VA.

5. Using the map where the crashes have been located, is there a relationship between alcohol-related crash 'hot-spots' and the location of alcohol outlets in your jurisdiction?

Many of the crashes are occurring within proximity to stores or restaurants that sell alcohol.

**Worksheet 5-7. Impaired Driving Cases, 2005–2009**

**Jurisdiction:** Franklin County

Look at the DMV-MVC data you received. What proportion of crashes is listed as “drinking status unknown?” If this percentage is much higher than the state’s level of 6% - 8% you should ask officials why.

2009 – 3.9%      2010 – 1.3%

Fill in the following table with the number of events. These data can be obtained from the law enforcement agency(ies) in your city/county.

Age of Driver		2005	2006	2007	2008	2009	2010	2011
15-17	DUI Arrest	1	3	5	2	4	1	0
	DUI Conviction	1	1	3	1	3	1	0
	Conviction Rate (Convictions / Arrests)	100%	33%	60%	50%	75%	100%	0
18-20	DUI Arrest	27	31	21	24	14	11	14
	DUI Conviction	24	27	17	19	12	10	12
	Conviction Rate (Convictions / Arrests)	89%	87%	81%	79%	86%	91%	86%
21-24	DUI Arrest	40	33	36	41	27	21	18
	DUI Conviction	35	29	33	32	24	19	13
	Conviction Rate (Convictions / Arrests)	88%	88%	92%	78%	89%	90%	72%

**Consider:**

1. Which age group had the most DUI arrests? Convictions?

21-24 year olds – both arrests and convictions

2. Was there an increase or decrease over time? If yes, has policy changed to account for this?

Decrease, not sure why

3. Was the rate of convictions different in different age groups?

More in 18-24 year olds than 15-17 year olds

4. Following interviews with the various law enforcement agencies in your jurisdiction, indicate whether or not there are alcohol-related officers working in your area, how many and the type of activities these officers are responsible for.

Police Force / Sheriff's Office / State Police:

Sheriff's Office – They usually have 5 deputies working at a time. When they receive funding from DMV for saturation patrols it allows for more officers to be on the road. They are doing traffic stops, enforcing motor vehicle laws, and detecting and deterring drunk driving and open container laws.

College / University:

**Worksheet 5-8. Community Events and Festivals and Alcohol-Related Sponsors**  
**Jurisdiction: Franklin County**

List all events held in your city/county in 2010 or 2011, include dates of the event and indicate whether or not there was any alcohol-related sponsorship. If there was alcohol-related sponsorship of some type, enter the name of the sponsor in the last column. Add additional rows as needed.

<b>Community Event or Festival</b>	<b>Dates</b>	<b>Alcohol-Related Sponsorship</b>
Festival in the Pines	May	No
Fishing Tour	May	No
Blues Brews and BBQ	Spring	Yes
Farmers Antique Day	June	No
Strawberry Festival	May	No
Pigg River Ramble	June	No
Rotary 4 <sup>th</sup> of July	July	No
Fun Festival	August	No
After5Jive (Westlake)	Summer	No
BM Apple Festival	September	No
SML Wine Festival	September	Yes
SML Home Tour	October	No
FolkLife Festival	October	No
Lords Acre	October	No
Strings & Spirits		No
Warren St. Festival		No
FC Christmas		No
Chili Cookout		No
SML Expo		No
SML Chamber After Hours		No

What proportion of all events had a sponsorship that was alcohol-related?

10% - only 2 of 20 events

**Worksheet 6-1. Intervening Variable Rankings**

**Jurisdiction:** Franklin County

First - record the rank for **each** of the **seven (7)** Intervening Variables.

Second - for any Intervening Variables that **ranked '6' or higher**, indicate up to three Contributing Factors identified as contributing to a high number of MVCs.

	<b>Rank (1 - 10)</b>	<b>Contributing Factor 1 (If rank 6-10)</b>	<b>Contributing Factor 2 (If rank 6-10)</b>	<b>Contributing Factor 3 (If rank 6-10)</b>
<b>Retail Availability</b>	7	Retail outlets selling to underage buyers	Retailers not asking for proper identification	Underage buyers using fake IDs
<b>Social Availability</b>	8	Alcohol obtained from parents/siblings/ peers	Individuals buying alcohol for underage youth	Low perception of parental disapproval
<b>Law Enforcement</b>	6	Low # of arrests/citations for alcohol use by minors	Enforcement of alcohol laws is not a priority	History of attitudes toward moonshine and alcohol
<b>Community Norms</b>	9	Parental approval of use	Favorable attitudes toward use	Participation in drinking games or rapid consumption of alcohol
<b>Pricing</b>	3			
<b>Promotion</b>	2			
<b>Perceived Low Risk</b>	10	Low perceived risk of getting caught drinking and driving	Low perceived risk of injury or death from drinking and driving	Lack of knowledge about binge drinking

## Worksheet 6.2. Selection of Highest Ranked Intervening Variables

Jurisdiction: Franklin County

Review the ranks of the Intervening Variables listed in **Worksheet 6.1** and list the **three (3) highest ranked intervening variables** below in descending order of rank with the highest ranked variable in the **#1 Position**, the second highest in the **#2 position** and third highest ranked variable as **#3**. These are the intervening variables you identified as having the **greatest impact** on the number of MVCs with drinking drivers between the ages of 15 and 24 in your community.

For instance, if the highest rank your Coalition gave was an '8' for the Community Norms intervening variable, it will be listed with its rank in the **#1 Position**.

Then, record the **Contributing Factors** within **each intervening variable** you identified as an important impact to an increase in alcohol-related MVCs with youth and young adult drivers. You will end up with a maximum of **nine (9) contributing factors** to be further explored. (If your Coalition did not rank three intervening variables at '6' or higher or identified less than three (3) contributing factors for the top intervening variables, you will have less than nine (9) contributing factors to work with during the rest of Chapter 5.

These **contributing factors** help answer the question of **Why** the rate of MVCs among youth or young adult drinking drivers in your jurisdiction is high.

Position	Rank	Intervening Variables	Contributing Factors
1	<u>10</u>	(1) Perceived low risk	(1a) Low perceived risk of getting caught drinking and driving (1b) Low perceived risk of injury or death from drinking and driving (1c) Lack of knowledge about binge drinking
2	<u>9</u>	(2) Community Norms	(2a) Parental approval of use (2b) Favorable attitudes toward use (2c) Participation in drinking games or rapid consumption of alcohol
3	<u>6</u>	(3) Law Enforcement	(3a) Low # of arrests/citations for alcohol use by minors (3b) Enforcement of alcohol laws is not a priority (3c) History of attitudes toward moonshine and alcohol

### Worksheet 6.3. Priority and Changeability Assessment

Jurisdiction: Franklin County

In order to decide which of the Contributing Factors listed on **Worksheets 6.2** should be targeted for prevention activities it is important to determine (1) which of them is of the greatest **importance** and (2) which of them is most likely to be **changeable**. Using the data collected and discussion within your Coalition, place each of the Contributing Factors from **Worksheet 6-2** into one of the four boxes within the Table below. The Contributing Factors that are deemed “**More Important**” and have a “**High Likelihood to Change**” are those with a “**High Priority for Planning**.”

	<b>More Important</b>	<b>Less Important</b>
<b>High Likelihood to Change</b>	High Priority for Planning	Low Priority
<b>Difficult to Change</b>	Low Priority	No Priority

Adapted from: Green, L.W., & Kreuter, M.W. (1999). *Behavioral and environmental assessment in health promotion planning, an educational and ecological approach* (3rd ed., p. 138). New York, NY: The McGraw-Hill Company.

Record the Priority Level based on which box you placed each Contributing Factor into using the following categories:

- High Priority for Planning
- Low Priority
- No Priority

Contributing Factor	Priority and Changeability Rating
<b>(1a)</b> Low perceived risk of getting caught drinking and driving	High
<b>(1b)</b> Low perceived risk of injury or death from drinking and driving	Low
<b>(1c)</b> Lack of knowledge about binge drinking	High
<b>(2a)</b> Parental approval of use	High
<b>(2b)</b> Favorable attitudes toward use	High
<b>(2c)</b> Participation in drinking games or rapid consumption of alcohol	High
<b>(3a)</b> Low # of arrests/citations for alcohol use by minors	High
<b>(3b)</b> Enforcement of alcohol laws is not a priority	High
<b>(3c)</b> History of attitudes toward moonshine and alcohol	High

## Worksheet 6-4. Final Considerations

Jurisdiction: Franklin County

List the contributing factors that were assessed as 'High Priority for Planning' on **Worksheet 6-3** and answer the question: **Why is the number / rate MVCs with drinking drivers 15 to 24 high in our area?**

1. Favorable attitudes toward use
2. Low # of arrests/citations for alcohol use by minors
3. Low perceived risk of getting caught drinking and driving

The final step is to select which of these factors your Coalition will target. Remember:

- It is **not expected** that you target **all** identified contributing factors – but consider **two or three**.

First, discuss the **possible connections** within your jurisdiction between the contributing factors listed above and use those considerations to help narrow down your selection to **two or three potential factors to target**. These connections might make a contributing factor more or less 'changeable.'

Second, enter these **contributing factors** in the table on the next page and **explore** how each of them relates to the **Who, Where** and **When** of the MVCs.

Discussion of the information in the table below should guide final selection of **targets for prevention** strategies and help to identify which **evidence-based strategies** would be appropriate to implement. As you discuss the findings, consider **what strategies are available** – if no evidence-based strategy is available for the contributing factors identified, then another factor should be considered.

**Worksheet 6-4. Continued**

**Connections between the Who, Where, When and Why of MVCs in Franklin County**

	<b>Involved in MVCs</b>	<b>Contributing Factor – High Priority for Planning <u>Low perceived risk of getting caught drinking and driving</u></b>	<b>Contributing Factor – High Priority for Planning <u>Favorable attitudes</u></b>	<b>Contributing Factor – High Priority for Planning <u>Low # of arrests</u></b>
<b>Who is affected?</b> Was one demographic subgroup identified as important to target?	21-24 yr old males	15-24 year olds	15-24 year olds and parents The whole community	Everyone
<b>Who allows this to occur?</b> Is there one group to target for change?	Law enforcement	Law enforcement	Parents, community members, peers	Law enforcement
<b>Where?</b> Is there one geographic region identified as important to target?	Rt 40 West, Rt 220 between Boones Mill & Rocky Mount	Franklin Co.	Franklin Co.	Franklin Co.
<b>When?</b> Does the time of year appear to make a difference?	Jan, July, Dec. 12-4am, 4-8pm	All the time	All the time	All the time
<b>Why does this occur?</b>	Lack of sobriety checks and community norms favorable to use	Lack of sobriety checkpoints	Community history and culture	Low priority

## STRATEGIC PREVENTION FRAMEWORK: COMMUNITY ACCESS – RETAIL AVAILABILITY

**DIRECTIONS:** You will need to do a tour of your jurisdiction to answer the questions on the first page of this tool. If you have a large city/county, you might only look at a sample of outlets and stores. If you are in a small jurisdiction and have no retail source in one of the categories below for alcohol, note that in RA2 and skip the remainder of the column.

**RETAIL AVAILABILITY:** This section addresses how alcohol is bought and sold in your community.

	Restaurants		VABC Stores		Convenience Stores		Grocery Stores	
RA1. Is alcohol sold in these outlets in your community?	Yes	No	Yes	No	Yes	No	Yes	No
RA2. How many of these alcohol outlets are there in your community?	38		2		40		5	
RA3. How many days a week are they open?	6-7		7		7		7	
RA4. How many hours a day are they open?	10-13		11		16-24		16-24	
RA5. Are there restrictions on where they can be (e.g., proximity to schools)?	Yes	No	Yes	No	Yes	No	Yes	No
RA5a. Describe these restrictions.	N/A				N/A		N/A	
RA6. Are there restrictions on how many outlets can be in your community?	Yes	No	Yes	No	Yes	No	Yes	No
RA6a. Describe these restrictions.	N/A		N/A		N/A		N/A	
RA7. Do they sell high strength wine?	Yes	No	Yes	No	Yes	No	Yes	No
RA8. Do they sell fruit-flavored alcohol beverages?	Yes	No	Yes	No	Yes	No	Yes	No

RA9. Do they sell single-unit sales (i.e., single cans of beer)?	Yes	No	Yes	No	Yes	No	Yes	No
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For the remaining pages, please convene your coalition or planning group and answer the questions based on the input of the group. Describe from whom and how you collected this information:

**DIRECTIONS:** For the questions that require a Yes/No response or provide a range of responses, please circle the appropriate answer. For the open-ended questions, please provide as much detailed information as possible.

RA9. Are there other outlets where alcohol is sold in your community?      Yes [Go to RA9a]      No [Skip to RA10]

RA9a. What are these outlets?  
Bowling alley, special events by permit only (ex: festivals)

RA9b. What kind of alcohol do they sell?  
Beer and/or wine

RA10. Is there home brewed alcohol (moonshine) available in your community?      Yes [Go to RA10a]      No [Skip to RA11]

RA10a. From what type of sources(s) is moonshine available?  
Illegal enterprises, within families/circle of influence (friends and family)

RA10b. How easy is it to get moonshine?      Very easy      Easy      Difficult      Very difficult  
Depends on who you know, need to know the right people

RA11. Is there home brewed "ocean" (alcohol-based) available in your community? Yes [Go to RA11a] **No** [Skip to RA12]

RA11a. From what type of sources(s) is ocean available?

RA11b. How easy is it to get ocean?                      Very easy                      Easy                      Difficult                      Very difficult

RA12. Are there dry communities in neighboring states (i.e., where alcohol is not legally sold)?                      Yes **No** [Skip to end]

RA13. Who/Where are they (e.g. name of county, township, etc.).

RA14. Do underaged youth travel from dry communities to your locality to buy/drink alcohol?    Yes                      No

RA15. Do young adults (21-24) travel from dry communities to your locality to buy/drink alcohol?                      Yes No

RA16. How big a problem is traveling from dry communities to places where alcohol is sold in your community?

A big problem    Somewhat of a problem    Not a problem

RA16a. If youth or young adults travel from dry communities to buy or drink alcohol in your community, please describe the problem.

In addition, review several issues of local newspapers (both daily and weekly) and local news or event listing sites on the television and the internet and determine the following (consider alcohol-related sponsorships of events when looking online):

Total number of alcohol-related ads, such as happy hours at local restaurants or alcohol-sponsored events, in local weekly paper in one week 0 (Seasonal though)

Total number of alcohol-related ads, such as happy hours at local restaurants or alcohol-sponsored events, in daily newspaper in one week 0 (seasonal though)

Total number of alcohol-sponsored event advertisements or mentions on TV in one week 0

Total number of other sources of mention of alcohol-related ads or alcohol-sponsored events in one week Facebook and flyers (seasonal)

## Restaurant Alcohol Assessments – Franklin County

Restaurant	# Days Open	#Hours Open/Day	Type Of Alcohol Sold	# Menu Items	Alcohol Advertising Visible Outside	Alcohol Advertising Inside Restaurant	No Sale To Minor Signs Posted	How Does It Advertise	Sponsor Community Events
1. Applebees	7	5-12	B, W, L, HSW, FFA	> 20	No	Yes	Yes	Menu on table	Yes
2. Ippy's	6	7	B, W, L, FFA	> 20	No	Yes – in bar	No	Signs	Yes
3. Frank's Pizza	6		B	> 20	No	Yes	No		No
4. Ruth's Place	6		B, W	> 20	No	Yes	No	Signs	No
5. Bowlings Place	6-7		B, FFA	10-20	No	Yes	Yes	Signs	Yes
6. El Rodeo	7	11	B, W, L, HSW, FFA	> 20	No	Yes – in bar	No	Dry erase boards, signs	No
7. Moosie's	7	12	B, W, L, HSW, FFA	> 20	No				Yes
8. Genie's Family Restaurant	7	15	B	> 20					
9. LaTrattoria	6	11	B, W	> 20					
10. Water's Edge County Club	6	6-9	B, W, L, HSW, FFA	> 20					
11. Jonathans	7	10	B, W, FFA	> 20	No	No	No	N/A	
12. Min's China City	7	10-11	B, W, L, FFA	> 20	No	Yes	No		No
13. Ernestos	7	11-13	B, W, L, FFA	> 20	No	Yes	No	Lots of posters, sign outside of restaurant, dry erase board	Sponsored Halloween party with DJ and "drink specials all night"
14. Mexico Viejo	7	12	B, W	> 20	No	No	No	N/A	No

B = Beer W = Wine L = Liquor HSW=High strength wine FFA=Fruit flavored alcohol JS-TT =Jello shooters/Test Tube shots

Restaurant	Happy Hours with discounted drinks offered	Prices increase after happy hour over	All you can drink specials	Two for one drink specials	Specials that promote heavy drinking	Other notes on price of alcohol sold
1. Applebees	Yes	Yes	Yes – limits intake though to 2-3/hour	No	No	
2. Ippy's	No	No	No	No	No	
3. Frank's Pizza	No	No	No	No	No	Special prices on pitchers of beer
4. Ruth's Place	No	No	No	No	No	
5. Bowlings Place	No	No	No	No	No	
6. El Rodeo	Yes (Tues & Wed)		No	No	No	
7. Moosie's	Yes	Yes	No	No	Yes	
8. Genie's Family Restaurant	Yes	Yes	No	No	Yes	
9. LaTrattoria	No	No	No	No	No	
10. Water's Edge County Club	No	No	No	No	Yes	
11. Jonathans						
12. Min's China City	No	No	No	No	No	Couple of drinks featured each day. One may be a reduced price of a beer and a reduced price of one mixed drink
13. Ernestos	Yes	No	No	No	No	
14. Mexico Viejo						Sell large size alcoholic beverages

## COMMUNITY PERCEPTION SURVEY RESULTS

*110 completed either on line or by paper and pen*

**1. How wrong would most adults in your community think it is to binge drink (5 drinks for males and 4 drinks for females in one sitting)? (57% “wrong or very wrong”)**

Very Wrong – 21%

Wrong – 36%

A little bit Wrong – 29%

Not Wrong at All – 15%

\*\*\* **Combined little or not at all wrong: 44%**

**2. How wrong would most adults in your community think it is to drink any alcohol and drive? (66% “wrong or very wrong”)**

Very Wrong – 29%

Wrong – 37%

A little bit Wrong – 29%

Not Wrong at All – 6%

\*\*\* **Combined little or not wrong at all: 35%**

**3. How wrong would most adults in your community think it is to binge and drive? (87% “wrong or very wrong”)**

Very Wrong – 57%

Wrong – 30%

A little bit Wrong – 10%

Not Wrong at All – 4%

**Combined little or not wrong at all: 14%**

**4. How wrong would most adults in your community think it is for underage youth to drink? (69% “wrong or very wrong”)**

Very Wrong – 31%

Wrong – 38%

A little bit Wrong – 28%

Not Wrong at All – 3%

**Combined little or not wrong at all: 31%**

**5. How easy or difficult is it for underage youth to obtain alcohol from:**

	Very Difficult	Difficult	Easy	Very Easy	Combined Easy and Very Easy
<b>Older Siblings***</b>	4%	9%	60%	25%	<b>85%</b>
<b>Parents</b>	9%	52%	33%	2%	<b>35%</b>
<b>Friends***</b>	0%	8%	50%	41%	<b>91%</b>
<b>Other Adults</b>	8%	56%	30%	6%	<b>36%</b>

**6. \*\*\*\*How easy or difficult is it for underage youth to get beer, wine, wine coolers, or liquor from home without their parents knowing it?**

- Very Difficult – 1%
- Difficult – 12%
- Easy – 61%
- Very Easy – 25%
- Do not Know – 2%

**Combined easy and very easy: 86%**

**7. How serious a problem is:**

	<b>Very serious</b>	<b>Serious</b>	<b>Somewhat</b>	<b>Not a problem at all</b>
<b>Issue of parents in your community providing alcohol at parties hosted by underage youth (23% very serious or serious)</b>	7%	16%	66%	8%
<b>Alcohol consumption by underage youth (15 to 20 years) at unsupervised, informal gatherings in your community (67% very serious or serious)***</b>	14%	53%	31%	2%
<b>Alcohol related motor crashes with drivers 15 to 24 in your community (59% very serious or somewhat serious)</b>	27%	32%	37%	4%

**8. Coalition response to Community Norms:**

- a. Acceptable to get drunk at festivals and fairs
- b. Acceptable to get drunk at sporting events (college/pro)
- c. \*\*\*People get drunk at **graduation parties, festivals/fairs and sporting events**
- d. \*\*\*Acceptable for underage youth to drink at **sporting events (college/pro)**

**9. Reasons provided for why there is a high number, or rate of, alcohol related car crashes with drivers 15 to 24 years in their community.**

*Five main areas of concern:*

**1. \*\*\*Issues concerning young adults such as:**

- a. Little or no fear – think nothing bad will happen to them - invincible
- b. Inexperience with driving, with drinking, with combining them
- c. Distracted driving with texting, peers in car, phones
- d. Impulsive so do not plan ahead to have a designated driver
- e. Not understanding impact of drinking on their driving
- f. Peer pressure – wanting to fit in

**2. \*\*\*Lack of parental control and responsibility in supervising their youth (see tables and information above)**

- a. Allow drinking in home and at parties

- b. Poor modeling of drinking and driving
- c. Parents being friends rather than parents with their youth
- d. Provide alcohol for their kids

**3. \*\*\*Ease of obtaining alcohol (see table above)**

- a. Older siblings
- b. Older friends
- c. Parents

**4. Lack of activities for youth in their community**

- a. Also lack of alternative transportation

**5. \*\*\*Community culture**

- a. Penalties not severe enough for alcohol related accidents – not enough law enforcement supervision (see Sheriff's office input below)
- b. Drinking, even underage drinking, seen as acceptable (see table above)

**Current alcohol related community laws:**

1. first offense for sales of alcohol to minors is a fine (amount unknown);
2. adults buying alcohol or minors (\$200 fine)
3. Drinking and driving –
  - a. First offense: \$300 with 30 days suspended sentence, vasap, susp. OL
  - b. Second offense: \$500, 10 days in jail, vasap, susp. O L
  - c. Third offense: \$1,000, 6 months in jail, vasap, susp. OL

**Statistics: Drinking and Driving as provided by Sheriff's Office**

1. 2011 – 62 violations
2. 2012 – 76 violations to date (September 19, 2012)

**\*\*\*Effectiveness of Community by Sheriff's Office:**

1. enforcing laws against drinking and driving – Ineffective
2. enforcing laws against adults buying alcohol for minors – Very Ineffective
3. enforcing laws against sales of alcohol to minors – Very Ineffective
4. enforcing laws against sales to intoxicated persons – Very Ineffective

**Specific measures to enforce any of the above laws by Sheriff's Office:**

- Enforced by Virginia Dept. of ABC
- Utilizing DMV Grants for saturation patrols and checkpoints. Constant vigilance.

Sept. 21, 2012

## Forum Questions:

1. Drinking and driving as you know puts people at high risk of a car crash. Why do you think there are such high rates of alcohol related car crashes in our community?

Types of roads – two lane, fast mph,

Enforcement – need more of it

Age range – just becoming old enough to drink alcohol

Society – usually friends visit friends in a close area – in FC their friends are spread out over a greater area, increases chances of getting in crash – plus types of roads, barriers

No access to public to transportation

No speed enforcement – working on it now though. Will be doing more radar enforcement after Oct.

Culture of drinking – socially acceptable - traditional – acceptable to drink and drive

Pride – moonshine capital of the world

Blue Ridge Institute at Ferrum College – represents way of life – accepted – way to make income

Expected if male – otherwise considered a sissy

Energy drinks – kids are drinking differently now. – they think they feel fine and then drink more

2. Is it acceptable to **drink and drive** in this community? Do you think it is a problem in this community? How wrong do most adults think it is to **drink and drive**?

General public – yes, it's acceptable - not necessarily to drink and drive but ok to go out and have a few drinks and drive home afterward

The culture in our county – the industry makes it acceptable

The perception is changing – more and more serious now – the message is getting portrayed that it's not good to do, higher price to pay

No question of it being wrong – it's more about being careful

3. Is it acceptable to **drink until you are drunk** in our community? Do you think it is a problem in our community? How wrong do most adults think it is to **drink until you are drunk**?

Not as acceptable as drinking and driving

Different answers as to what is “drunk” – people have different tolerances

“Drunk” is subjective

Yes – problem in the community

Adults think it's wrong – even if they drink consistency, there is a difference in getting drunk

People want to be life of the party

21 – 24 yr old – they don't think it's a problem

The perception of whether it's a problem is age driven.

4. Is it acceptable for **underage youth to drink** in our community? Do you think it is a problem in the community? How wrong do most adults think it is for underage youth to drink?

Generally yes to a degree – people think 18 year olds should be able to drink  
“If you’re old enough to enlist in the military you’re old enough to drink” mentality  
If parents have party – they let youth partake as well  
They think if the party is in their home then it’s ok  
Culture and history of alcohol use make it more acceptable here

Depends on how underage – between 18-20 not so much, between 10-15 yeah it’s a problem  
Different degrees of being “wrong”  
Ethnic groups – some even teach their children to drink

5. Where do you think underage youth in our community are getting alcohol?  
From stores? Restaurants? Their homes? Other adults? Their friends?

Adults and friends  
Homes – parents in the home

Measures have been put in place to prevent the stores from providing it.  
However, they can get college student, or older friends to buy it.  
If they want it, they’ll get it.  
Get it from friends who work at a store.  
College – out from under mom and dad’s supervision – less structure  
If in college, you drink more

6. Where do you think underage youth and young adults in your community are drinking alcohol? Are they more likely to drink and then drive from any of these places?

Hanging in the woods, fields, “Field parties” – will camp there now instead of going home  
Weekend parties  
Vehicles  
Parking lots  
Drinking in cars – then driving

More apt to stay at home party. Depends on when parents coming home though.

7. How are laws against drinking and driving enforced in this community? How effective do you think our community is at enforcing laws against drinking and driving?

Enforcing about as well as they can.

If on 220, can get 5-6 DUIs but if in front of Lowes you might get 2 – hard to do also b/c if cops are there more than 30 min, people find out about it and find alternative route so the police need to move locations every hour

Enforcement of everything is picking up under new sheriff supervision –

When extra funding is available it's easier to do traffic related stops

The stops are a deterrent for behavior which is helpful so they make better choices when they hear about the road stops. (ex: wait to drive home, quit drinking, spend the night)

8. How are laws against selling alcohol to underage youth enforced in our community? How effective do you think our community is at enforcing laws against selling alcohol to underage youth?

Got to find out about it first – don't always know about it.

Don't have manpower to enforce – ABC enforces it – but very busy - maybe 2-3 times a year they hear about an informant – not monitored monthly, etc.

Depends on the place – kids can get away with it.

Difficult to enforce

Lack of training on looking for dates on license, etc.

Store makes their money from selling alcohol so that's what they want to do.

Have to decide between cracking down on underage drinking or cracking down on the selling of heroine?  
Can't do it all.

The underage people aren't having to buy it now like they used to. Kids are getting smarter about getting it. They know there are people that will have it available.

October 30, 2012

## **Forum Questions:**

1. Drinking and driving as you know puts people at high risk of a car crash. Why do you think there are such high rates of alcohol related car crashes in our community?

People don't realize how dangerous drinking and driving really is.

Don't think about the consequences of their decisions.

No places for the young people to "hang out" safely.

The two lane back roads are bad and they travel after they have been drinking.

It appears that bars and restaurants in the FC area are less likely to take someone's keys or try and call someone to come and get a customer that has had too much to drink.

Alcohol is too easily obtained here. Combined with immaturity of young age, it is a bad combination.

Known as the moonshine capital of the world and people have favorable attitudes toward alcohol.

Some who drink "feel" ok and thus assume they are fine to drive. Ten to twenty minutes down the road this may not be the case.

People drink too much and then drive too fast.

People drink too much at a time, and drink further from their homes but then want to get home after they've been drinking.

Lack of other transportation (cabs, buses, etc).

People don't take responsibility for drivers leaving their homes or establishments. They think "you're old enough to know your limit and whether you can drive. I don't want the trouble of trying to stop you or have you sleep it off here."

Lack of knowledge by people

2. Is it acceptable to **drink and drive** in this community? Do you think it is a problem in this community? How wrong do most adults think it is to **drink and drive**?

Most adults know it's wrong and can be dangerous, but do not THINK before they crank up a car and drive after drinking.

Not acceptable. It is a problem. Most think it is wrong but there's still a lot that don't see a problem with it.

Most adults feel it is ok to have one or two drinks and drive. They don't consider this "drinking and driving."

Adults know it's dangerous to drink and drive but our community accepts it as part of being a "moonshine community" and doesn't punish appropriately.

Many drinking adults think they can handle "a little" before getting behind the wheel.

It depends on their upbringing, peers, and the local culture seems to celebrate its moonshine heritage.

It is certainly wrong to drink and drive - it impairs reflexes and judgment. It's a very big problem in this community and a lot of adults will say that they think it is Ok to drink and drive.

Considered acceptable because we understand you have to get home. It is a problem though.

Adults rationalize the right or wrongness based on amount consumed and person's tolerance.

3. Is it acceptable to **drink until you are drunk** in our community? Do you think it is a problem in our community? How wrong do most adults think it is to **drink until you are drunk**?

It's almost expected for you to drink until you are drunk or you're "not having a good time."

Drinking until you are drunk is not acceptable if it is sloppy drunk, but may be acceptable to drink until you are buzzed.

It is a problem in our community because people drink to hide from problems (financial/work/family/self-esteem) and therefore may get drunk to "forget" or sometimes people drink to loosen up in uncomfortable situations and they get drunk before they realize it.

Most adults think it is not good to drink until you are drunk, but they accept that it happens.

It's a problem for some people in the community.

Most adults disapprove of drunkenness but don't make an effort to discourage it.

Don't think most adults feel it is wrong to get drunk as they consider themselves adults legally able to make that decision.

Our community is proud of the fact that we are known as the moonshine capital so we have less stringent rules regarding alcohol use.

Young adults – college age – probably don't have the same definition of "being drunk" that older adults do.

4. Is it acceptable for **underage youth to drink** in our community? Do you think it is a problem in the community? How wrong do most adults think it is for underage youth to drink?

Underage drinking is a problem, and most adults do not approve of it.

They just don't realize how easy it is for youth to obtain alcohol and don't make an effort to discourage drinking.

Not acceptable.

It is a problem.

A lot of adults don't see a problem with it – they think it is ok.

But a lot of adults agree that under 21 should not drink.

The community does strive to discourage underage drinking.

Definitely wrong but probably regularly accepted in certain groups. College age are more likely to drink to excess.

It is a "rite of passage" to some degree for teenagers to say they were drunk.

It is acceptable for underage youth to drink. This is a problem that most adults don't recognize as a problem.

It is very wrong for underage youth to drink because they are not mature enough to do it responsibly.

They are more likely to drink for the wrong reasons (impress people/forget problems) and more likely to drink till they get drunk which can lead to accidents/problems.

I feel sure for the majority it is totally unacceptable for underage drinking. Our community, like other communities has their share of underage alcohol abuse. UNACCEPTABLE!

5. Where do you think underage youth in our community are getting alcohol?

From stores? Restaurants? Their homes? Other adults? Their friends?

Mostly from older friends and also at home. Maybe occasionally from adults.

Their friends, Older adults, older siblings

Grocery stores, gas stations/minute markets, friends

Parents

Use fake IDs and get it from stores

Upper classmen buy it for younger students, both in high school and college.

An older significant other will buy it.

At home (while most parents are away)

6. Where do you think underage youth and young adults in your community are drinking alcohol? Are they more likely to drink and then drive from any of these places?

At friends' houses while the parents are away.

At the parties and get together they have.

At college.

Friends' homes. Not as likely to drive after drinking, but if they were expected home they do. Young adults are drinking at college parties and/or friends' houses/parties. Younger kids drink at secluded places in groups like woods or secret parties when no adult supervision available. They drink at parties because they think it makes them look big in the eyes of their friends. And they do it to just go along with the crowd. If they are drinking at a party, then more apt to drive after the party. No matter where they drink, they are still likely to drive after drinking. At private parties they're not likely to drive. They will spend the night. If they do drive they believe "it will never happen to me" They do drink and then drive because we are so spread out - they drink at one place and then get in a car to go home or to a friend's house.

7. How are laws against drinking and driving enforced in this community? How effective do you think our community is at enforcing laws against drinking and driving?

Our local law enforcement does a good job, it's just such a widespread problem and this is such a large county, they can't be everywhere all the time. They are VERY lenient in this county. Police and deputies bring people to the ER that they KNOW have been drinking and/or doing drugs and they do nothing about it. Often it's the same person over and over again. Police are not strict enough in enforcing the laws. Much more should be done to enforce these laws. The laws against drinking and driving are pretty strict and I know for a fact, our judicial system comes down pretty hard on youth who are caught drinking and driving. ENFORCEMENT is top notch in our community. Road checks are used to identify people who have been drinking and driving. I also think that some police profile people that have a history of drinking and driving - If they see them out then they may harass or track these people to catch them as repeat offenders. Sometimes they do sting operations to crack down on selling alcohol to underage people by stores/restaurants. Not enough police to be extremely effective. Road blocks slow traffic and are time and labor intensive so they are ineffective. Not very effective when the public observes our law enforcement and judges doing the same thing. Too many warnings and not enough follow ups for those on probation. The laws are enforced if officers happen to pull someone over or if they are tipped off.

8. How are laws against selling alcohol to underage youth enforced in our community? How effective do you think our community is at enforcing laws against selling alcohol to underage youth?

Law enforcement and undercover agents make frequent stops into businesses. I understand from merchant's that law officials are on their game. Stores and restaurants are supposed to ask for ID to prove of age. They should also check for fake id's. Some "of-age" adults will order drinks and then let underage person drink from their glass while no one is looking circumventing the establishment's id policy. Hope that ID's are being checked. Overall, the laws are good and reasonably enforced. Stores won't sell to underage kids, but many kids have fake IDs so enforcement needs to be increased. They're effectively enforced.

When they are enforced they're good but not always enforced.

Depends on the establishment – the smaller towns with locals who frequent the same store might not have their age and alcohol purchases scrutinized as carefully.

Very lax. Law enforcement know it's going on and can tell you about it but don't enforce it.

### Focus Group #1

September 26, 2012

1. When you think about people your age, where do you think that they usually obtain alcohol?

Convenience stores, Kroger, bars, anywhere b/c we're over 21

Bars – obtaining and then driving

Liquor stores

Restaurants

Don't get it from parents b/c don't live with parents

Friends – go to their house for a get together

2. How easy would it be for people your age to get alcohol from those sources?

very easy

Unless an offender – b/c now you have to blow into breathalyzer

Simple if not an alcoholic

Prices are going up in restaurants though – discourages young people from buying it during dinner hours

Happy hour vs. dinner hours – more people getting drinks between 4-7 than 7-12

Will come early for drinks.

Can't afford it after 7:00pm

Sporting events – drink until it's done even if tolerance level is passed.

Special occasions – more apt to go out and have drinks

Atmosphere of restaurant makes a difference also

You get carded at stores

3. If people in your community less than 21 years of age drink alcohol, how likely do you think it would be that people would find out?

Parents - not likely b/c you can go to a buddy's house, sometimes the parents bought the alcohol for the kid and friends, If you're away at college – they don't know what's going on.

Around here though the public in general finds out and it gets back to parents –

Parents go on what they did at that age – assuming you're doing the same thing

Some parents want their children to be involved – they have the parties and offer the alcohol

Didn't think anything of it then but now they think how crazy it was that parents did that for them.

Facebook – seniors wanted to pretend they were partying b/c it's what college students did and it looked cool

Do desperate things to get alcohol  
Because they look so grown up they don't get carded  
Parents dismiss it if they do know it's going on  
Depends on the parent and the situation also  
Don't care if kid drinks as long as they make "smart" choices – spend the night there, ride with someone sober

Other family members – Siblings find out b/c of connections and friends and then tell on you  
Cousins – actions and demeanor matter – it's a ritual – they would tell you to do it  
Can see what you're doing on Facebook

Police – if well-known more likely to let it go  
If they're dealing with juvenile they'll just call mom and dad b/c it's easier than all the paperwork  
Kids talk about parties – think it's cool - don't realize that cops are hearing about it too  
Police can just ask around and catch underage people,  
70% of cops grew up here – they know what's happening  
Kids talk about it in front of me [he is a County Deputy] thinking I don't know anything about it  
Easy to hear about it but not necessarily top priority –  
Don't really enforce on private property – public places, yes – drunk driving, yes  
They have a shortness of man power  
Facebook invites are private now – kids have wised up with technology

Teachers – If you don't pick up on it then oblivious – some don't get it and some choose not to get it.  
Teachers hear it and don't want to so disregard it or choose not to say anything b/c their kids are partaking also.  
Tell them to make smart decisions – gain trust so they tell you more about it and hopefully you can guide them better

Every social event - there's always alcohol  
Learned behavior – tv/media, parents - not good role models to look up to

Cultural thing – Franklin Co. is Moonshine capital –  
They think they know everything about it - know about people, etc.  
Movie (Lawless) and tv show, "Moonshiners" – exciting b/c we're from where they're talking about!  
The people who have greatest interest are 65+ who participated in bootlegging or those 21 and younger b/c they want to seem knowledgeable.  
Proud of our history! Having a connection to something  
Have tshirts and meusem about it  
Small town vs. city –

Employer - Social media, pictures of parties, Instagram pictures  
Get more conscience once get first real job b/c don't want to screw it up  
Just want to impress people

4. How much do you think that people would disapprove if people less than 21 years of age were to drink?

Religious people would absolutely be distraught that there are young people drinking and some adults that praise it and encourage it.

Conservative people would disapprove

Parents – as long as they come home safe and don't get in trouble then no big deal  
If the parents drink they're more understanding

Siblings – they would not disapprove, they might understand

Friends – depends on context, how they handle their drinking

Depends on person - hard to say unless in that situation

Friends condone it - gossip fuels approval and disapproval

Depends on where you are in your life

5. How much do you think that drinking and driving is a problem for people your age?

For 21-24 yr olds – drinking and driving is a huge problem

Don't go hang out and spend the night – outgrown that now

No public transportation here

People have gotten DUIs

People are also NOT getting DUIs – not getting caught

Have to put life into perspective to realize it's a risk

Good ol' boy attitude from cops and judges –it gets swept under the rug

People think they can get by with it so do it again

Hard to get conviction on DUI b/c of requirements – b/c judicial system sucks

Hard to change laws b/c Legislative representatives don't want stiffer laws

People feel invincible after a few drinks and think they can drive

Drive after a drink with a meal

Idea that can have one drink and be ok but not necessarily

Building tolerance level becomes a problem

Drinking is a very social thing – not the norm to go drink and NOT drive –

Some people don't understand moderation or don't realize how much they've had

Your job and how much you value it – don't want to risk it –

Have to go out of the county to have drinks b/c so well-known and don't want to be seen drinking in this area

If people want to drink they're going to drink.

More likely to drink in excess on vacation than on everyday basis

More likely to drink if feel safe or have a DD

6. How much do you think that people would disapprove if people your age were to drink and drive?

Among friends it would be disapproved of

Once a tragedy happens in real life – affects views on drinking and driving

May not like it but wouldn't stop being their friend – maybe try to help them

We worry about ourselves and not about what can happen to others

Parents would kill me. Get so mad.

No excuse for it.

7. If you were to drink and drive what do you think would happen to you?

Somebody would bring me home

Nothing would happen

Get caught, lose job, and probably kill someone

We still believe we're above the law

More people get away with it than get caught – hard to catch it

It's enforced more in cities b/c they have the resources – we are spread out here in Fr. Co.

Usually just get a ticket or fine – first offense gets reduced – happens every day

DUIs are not worth the paper work

That's why we see repeats b/c it's not enforced

Focus Group #2

October 15, 2012

1. When you think about people your age, where do you think that they usually obtain alcohol?

ABC store, Happy Pappy's, Wal-Mart, minute markets

From someone older, friends, family, go to a party and get it, "Trollville" (where the Frat houses are), from home when they go home on the weekends, Ernestos restaurant near the college

Usually drink liquor with friends – beer at frat parties

2. How easy would it be for people your age to get alcohol from those sources?

Pretty easy

Not easy at Wal-Mart – now you can't get alcohol if 21 years old but have minors with you. This is a recent change.

Liquor store – if you know someone of age – people pay someone to get it for them

Restaurants – not easy – they ask for ID, scanning IDs in some places, they don't always card though – depends on who is working. The people you're with determine whether they'll serve you also. Local restaurants are more lenient.

Friends – VERY EASY – especially if you know someone older – friends drink together, friend will watch out for you while drinking though because they feel responsible, they will peer pressure you to drink

Parents – not as easy – depends on what kind of parent they are though. If they don't care, then it's ok. Depends on how raised in the household.

Other family – it's easy – they want to get on your good side, want to seem cool – Not always easy though because if you have older family they may not let you - they will tell on you. Family around your age is more acceptable and will help you.

Strangers – get it at Trollville – giving it out there – free for all. There was even a parent on campus giving out beer because she wanted to fit in.

ABC store –kinda easy – sometimes there are kids outside the store trying to get them to buy it.

3. If people in your community less than 21 years of age drink alcohol, how likely do you think it would be that people would find out?

Parents – not likely – unless something happened and they had to go to hospital – unless they came home extremely drunk

The setting matters – they can go in a field with friends and parents will never know. In cities they don't drink and drive because they're walking. In rural areas they have to drive where they want to go.

Other family members – depends if they're drinking with you. Depends on how they are – if you don't do anything together then you won't be drinking together.

Campus Police – can be 21 and they're still in your business – stricter lately – especially if you're showing signs of intoxication - They'll leave you alone depending on how you're acting outside. Number of times they see you that night depends also.

Franklin Co./ Rocky Mount Police – won't get caught unless in town – don't even see police until get into Rocky Mount. Only see town police.

Police won't find out unless they show up at a party where a complaint has been and they catch you there.

Professors - not unless you show up drunk to class – talking about the weekend and activities in class – show up Thurs. but not Fri then they know you had a good night

Employer – depends on the job – if you have to be active they 're going to know b/c you're exhausted, etc. but if you're by yourself you can hide it more - depends on boss...not super involved...depends on how well they know the person drinking

4. How much do you think that people would disapprove if people less than 21 years of age were to drink?

Parents – depends on the parent – whether they allow it. If have to be sneaky then more likely to disapprove. If you live in their household they don't want kid to get caught because THEY don't want to get caught. Parents will drink with them so they can monitor intake.

Other family members – depends on their age – if closer in age then won't care

Friends – not unless they don't drink themselves –

Profs – depends on prof – some don't care – know you're in college – some think the drinking age should be 18

Employers – yes, b/c you have to represent their company – some don't care as long as you get your work done.

5. How much do you think that drinking and driving is a problem for people your age?

A lot, huge problem, big problem

People think they're sober and then try to drive

It's a problem when you hear about people dying that you went to school with. Drinking and driving causes deaths. Young people don't think about it when they get in the car. They think they just had the alcohol and are ok but once it gets into their system it's too late and they're already driving.

Society is making it a problem also. They are making it seem like we can't be responsible. Also making us look bad.

6. How much do you think that people would disapprove if people your age were to drink and drive?

Parents – totally disapprove – you're their child – you're putting yourself and others in danger

If you survive it could be expensive if you have hospital bills, insurance goes up. Jail time – court costs.

Some parents have a vanity issue – their child driving drunk could make them look bad.

Other family members – a lot, b/c you're family – you could die

Friends – depends – if they want to get home they want you to drive, more concerned about themselves – some really care and they won't let you drive

Professors – a lot – depends on prof – they might be like parents and would be concerned – don't want to lose a student

Employer – disapprove – depends on the person though

Anyone interested in your best interest would not want you to drive – they know the dangers

7. If you were to drink and drive what do you think would happen to you?

I'd live – not going to go long distance if been drinking, depends on how much and what I've been drinking and the time frame though – a lot of factors go into deciding whether to drive after drinking

It depends on how much you've had

Die - don't pay attention while drinking and driving makes it worse.

Likely to wreck

Some will make it ok.

If at legal limit and don't feel it then it's ok.

Police will catch you if swerving - if not breaking the law then they won't b/c they won't have reason to stop me.

**Fear** of dying or getting caught or in a wreck keeps me from doing it.

Getting a fine or ticket

Don't want to face parents! They'll be disappointed.

Rural area and poverty – need things for kids to do. Need things to get into that are ok. Most college students think there's nothing to do but drink on campus. That's how they entertain themselves.

Pushing the limits -

Focus Group #3

October 31, 2012

**1. When you think about people your age, where do you think that they usually obtain alcohol?**

Minute markets, Pappy's store (cheaper if "Pappy" is in a good mood – sometimes he'll give it free if it's your birthday) – prices are cheaper there anyway

ABC store

Wal-Mart – except if you're 21 and have someone younger than 21 with you they won't sell it

Friends - local students have moonshine

Family – people give them money to buy it for them, also bringing it from home

**2. How easy would it be for people your age to get alcohol from those sources?**

Wal-Mart is hard – not worth it – they have a bad selection anyways

Ferrum Minute Market – hard to get it there b/c police are there – especially at closing.

Pappy's – easy b/c most convenient to school, he's the friendliest

Friends – not an issue currently b/c of age (over 21)

- Used to give older friends money and they'd get it

- Doesn't have to be friend though, can be anybody.

Family – not easy for everyone but for some

- Might have a drink together but they would not buy it and provide it

Sibling – they don't care, not strict like other family members, they're closer to age, got someone to take care of you if you go over limit

- Some won't buy it b/c they're afraid they'll get in trouble, especially if something happened
- Some will buy it but then make you stay at their house

ABC – don't ask for ID for friends and people with the person purchasing the alcohol

### **3. If people in your community less than 21 years of age drink alcohol, how likely do you think it would be that people would find out?**

Parents – not unless you get alcohol violation and get a letter sent home

- Easy to drink here and not find out unless something bad happens
- If you don't want them to know you can hide it

Other family members – easy b/c people are going to talk

Police – only if you're being ridiculous, being loud, etc.

Professors – only if you tell them, they don't care, they only care if it's a problem

Employer – they won't unless you tell them or put it on a social network

### **4. How much do you think that people would disapprove if people less than 21 years of age were to drink?**

Parents – disapprove if not being responsible – need to know your limit. If you're choosing to do it but being careful that's ok

Family members – cousins and siblings don't care – they don't want me telling on them

Grandmas and older relatives will snitch – they'll tell on you – especially if you put it on FB

Friends – they're going to be drunk with you – they do not care – only if they fear for your safety, extreme situation, drinking and driving, etc. – sometimes you can't stop them and make them do something, especially when they're drunk

Professor – they do not disapprove as long as it doesn't interfere with them, still do your papers and pass the class, etc.

Some prof will ask to make sure you're ok if they see you, tell you to be safe

Employers – they might disapprove, depends on whether it's affecting their money, whether you're being productive, how you're representing the company

It's college, people know you're going to drink.

### **5. How much do you think that drinking and driving is a problem for people your age?**

It's a problem! They think they know their limits but they don't. They don't think anything will happen to them. Don't think about the consequences. In a rural community it's very spread out so people have to drive where they're going. .

### **6. How much do you think that people would disapprove if people your age were to drink and drive?**

Parents – a lot, they don't want anything to happen to you, especially if they've had people die in a car crash

Other family members – yes they would disapprove

Everyone would disapprove – b/c not only putting yourself at risk but others as well

### **7. If you were to drink and drive what do you think would happen to you?**

Die – don't pay attention sober so definitely not when drinking also

Could get in car accident

They would make it home

Forget I drove or where I drove to and from

Some people focus more when drinking, more careful on road

Police are enforcing more this year – campus police – sheriff's dept. – and Rocky Mt police – high school kids get away with more b/c they're worrying more about us at Ferrum

Greater chance of getting an alcohol citation – have to do comm. service, write a paper, letter sent home, \$100 fine, take an alcohol class – it all depends on who catches you and what the RA Director decides to do (that is if it happens on campus)

General public – yes, it’s acceptable - not necessarily to drink and drive but ok to go out and have a few drinks and drive home afterward

The culture in our county – the industry makes it acceptable

The perception is changing – more and more serious now – the message is getting portrayed that it’s not good to do, higher price to pay

No question of it being wrong – it’s more about being careful

3. Is it acceptable to **drink until you are drunk** in our community? Do you think it is a problem in our community? How wrong do most adults think it is to **drink until you are drunk**?

Not as acceptable as drinking and driving

Different answers as to what is “drunk” – people have different tolerances

“Drunk” is subjective

Yes – problem in the community

Adults think it’s wrong – even if they drink consistency, there is a difference in getting drunk

People want to be life of the party

21 – 24 yr old – they don’t think it’s a problem

The perception of whether it’s a problem is age driven.

4. Is it acceptable for **underage youth to drink** in our community? Do you think it is a problem in the community? How wrong do most adults think it is for underage youth to drink?

Generally yes to a degree – people think 18 year olds should be able to drink

“If you’re old enough to enlist in the military you’re old enough to drink” mentality

If parents have party – they let youth partake as well

They think if the party is in their home then it’s ok

Culture and history of alcohol use make it more acceptable here

Depends on how underage – between 18-20 not so much, between 10-15 yeah it’s a problem

Different degrees of being “wrong”

Ethnic groups – some even teach their children to drink

5. Where do you think underage youth in our community are getting alcohol?

From stores? Restaurants? Their homes? Other adults? Their friends?

Adults and friends

Homes – parents in the home

Measures have been put in place to prevent the stores from providing it.

However, they can get college student, or older friends to buy it.

If they want it, they’ll get it.

Get it from friends who work at a store.  
College – out from under mom and dad’s supervision – less structure  
If in college, you drink more

6. Where do you think underage youth and young adults in your community are drinking alcohol? Are they more likely to drink and then drive from any of these places?

Hanging in the woods, fields, “Field parties” – will camp there now instead of going home  
Weekend parties  
Vehicles  
Parking lots  
Drinking in cars – then driving

More apt to stay at home party. Depends on when parents coming home though.

7. How are laws against drinking and driving enforced in this community? How effective do you think our community is at enforcing laws against drinking and driving?

Enforcing about as well as they can.  
If on 220, can get 5-6 DUIs but if in front of Lowes you might get 2 – hard to do also b/c if cops are there more than 30 min, people find out about it and find alternative route so the police need to move locations every hour  
Enforcement of everything is picking up under new sheriff supervision –  
When extra funding is available it’s easier to do traffic related stops  
The stops are a deterrent for behavior which is helpful so they make better choices when they hear about the road stops. (ex: wait to drive home, quit drinking, spend the night)

8. How are laws against selling alcohol to underage youth enforced in our community? How effective do you think our community is at enforcing laws against selling alcohol to underage youth?

Got to find out about it first – don’t always know about it.  
Don’t have manpower to enforce – ABC enforces it – but very busy - maybe 2-3 times a year they hear about an informant – not monitored monthly, etc.  
Depends on the place – kids can get away with it.  
Difficult to enforce

Lack of training on looking for dates on license, etc.  
Store makes their money from selling alcohol so that’s what they want to do.

Have to decide between cracking down on underage drinking or cracking down on the selling of heroine?  
Can’t do it all.

The underage people aren't having to buy it now like they used to. Kids are getting smarter about getting it. They know there are people that will have it available.

Community : Franklin County  
Sheriff's Dept

Date: 9/19/12

Respondent:

**STRATEGIC PREVENTION FRAMEWORK: ENFORCEMENT ASSESSMENT TOOL DIRECTIONS:** Please collect this information from a law enforcement/judicial source(s). For the questions that require a Yes/No response or provide a range of responses, circle the most appropriate answer. For E4, E6, E8, and E10 on page 2 of this tool, include information on efforts to catch people breaking the law, efforts to punish people and the severity of the penalties associated with the offense, which should also be collected from a law enforcement/judicial source(s). Include as much information as is available about these issues. Finally, for E5, E7, E9, and E11 on page 2 of this survey (shaded rows), please conduct a meeting of your coalition and/or other interested project participants in your community and lead a discussion about these issues. At the end of the discussion, the group should rate whether your community is very effective, effective, ineffective, or very ineffective at enforcing those laws, and document major issues and concerns that arise during the discussion. The information gathered here will be used to help you rank Law Enforcement and Adjudication from 1 to 10 regarding its impact on drinking and driving among 15 to 24 year olds with resultant alcohol-related MVCs. Describe from whom and how you collected this information:

**ENFORCEMENT:** These questions ask about the enforcement of alcohol-related laws in your community.

	Sales of alcohol to minors	Adults buying alcohol for minors	Drinking and Driving	Sales to intoxicated patrons
E1. How many violations have been issued in your community <u>in the past year</u> for:	Unknown	Unknown	2011 -62 2012 to date - 76	Unlikely
E2. Is this an increase or decrease over the last 5 years?	Increase Decrease No Change	Increase Decrease No Change	Increase    Decrease No Change	Increase Decrease No Change
E2a. To what do you attribute any change?			More Enforcement	
E3. What is the punishment for the:				
E3a. First offense:	Fine	\$200 fine	\$300, 30 days Suspended sentence, vasap, Susp. O L	Don't see this charged
E3b. Second offense:	Don't see this charged	Don't see this charged	\$500, 10 days in jail, vasap, Susp. O L	Don't see this charged
E3c. Third offense:	Don't see this charged	Don't see this charged	\$1000, 6 mo in jail, vasap, Susp. O L	Don't see this charged

## STRATEGIC PREVENTION FRAMEWORK: COMMUNITY NORMS

**COMMUNITY NORMS:** The next several questions ask about the availability of alcohol at community events. Convene your coalition and answer the questions based on the input of the group. If you have a college/university, convene a campus meeting and discuss these questions. For the questions that require a Yes/No response or provide a range of responses, please circle the most appropriate answer. Describe from whom and how you collected this information:

	Is it acceptable to get drunk at:	Do people drive home drunk from:	Is it acceptable for underage youth to drink at:
CN1. Graduation parties	<b>Yes</b> No	<b>Yes</b> No	<b>Yes</b> No
CN1a. High School	Depends on who is hosting the party	Don't realize they are drunk	Depends on who is hosting the party
CN1a. College			More so for college than high school
CN2. Religious celebrations	Yes <b>No</b>	Yes <b>No</b>	Yes <b>No</b>
CN3. Births/funerals	Yes <b>No</b>	Yes <b>No</b>	Yes <b>No</b>
CN4. Festivals/fairs	<b>Yes</b> No Depends on if alcohol provided	<b>Yes</b> No If alcohol provided	Yes <b>No</b>
CN5. Sporting events (college/pro)	<b>Yes</b> No	<b>Yes</b> No	<b>Yes</b> No College students at college games
CN6. Other community rituals	Yes <b>No</b>	Yes <b>No</b>	Yes <b>No</b>
CN7. Other - Field parties	<b>Yes</b> No Especially with youth	<b>Yes</b> No	<b>Yes</b> No
CN8. Other [please describe]:			
CN9. Other [please describe]:			
CN10. Other [please describe]:			
CN11. Summarize what the group said about this issue.	Underage drinking and drinking and driving is not generally accepted in the community although it does occur. The acceptance of drinking at events depends on who is hosting or involved in the event.		

## STRATEGIC PREVENTION FRAMEWORK: COMMUNITY PROMOTION

**PROMOTION:** The next several questions address where underage youth or young adults hear or see alcohol advertising in your community. Please convene your coalition and answer the questions based on the input of the group. Identify one person to lead the discussion and a second person to take notes. For the questions that require a Yes/No response, circle the appropriate answer. For the open-ended questions, please provide as much information as possible. Describe from whom and how you gathered this information.

	<b>Describe how alcohol is portrayed:</b>	<b>Are youth (&lt;21) targeted?</b>		<b>Are specific groups targeted? (e.g., young women, Hispanics, etc.)</b>	
PRO1. on the radio	Roanoke and Greensboro stations promote events and restaurants with alcohol	Yes	No	Yes	No If yes, which group(s)? young women, college students
PRO2. on billboards	None	Yes	No	Yes	No If yes, which group(s)?
PRO3. on store fronts	None	Yes	No	Yes	No If yes, which group(s)?
PRO4. at community events	Use alcohol as a way to get people there	Yes	No	Yes	No If yes, which group(s)?
PRO5. at sporting events	Tailgating at Ferrum College football games	Yes	No	Yes	No If yes, which group(s)? College age
PRO6. in the newspaper	Advertise festivals	Yes	No	Yes	No If yes, which group(s)?
PRO7. on TV commercials	Portrayed as fun, everyone's doing it	Yes	No	Yes	No If yes, which group(s)? young adults

PR08. Other (Describe) In the stores	Signs hanging from ceiling, signs on the floor	Yes	No	Yes	No If yes, which group(s)? youth, kids
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In addition, review several issues of local newspapers (both daily and weekly) and local news or event listing sites on the television and the internet and determine the following (consider alcohol-related sponsorships of events when looking online):

Total number of alcohol-related ads, such as happy hours at local restaurants or alcohol-sponsored events, in local weekly paper in one week 0 (Seasonal)  
though)

Total number of alcohol-related ads, such as happy hours at local restaurants or alcohol-sponsored events, in daily newspaper in one week 0 (seasonal)  
though)

Total number of alcohol-sponsored event advertisements or mentions on TV in one week 0

Total number of other sources of mention of alcohol-related ads or alcohol-sponsored events in one week Facebook and flyers (seasonal)

## Alcohol Behavior Survey Results – 18-24 year olds

### Respondents:

18 to 20 year olds (41 respondents in Franklin County)

- 49% male and 51% female
- 74% employed either full (3%) or part-time (72%)
- 18% full time high school student
- 80% full time college student
- 50% identify as African American/Black; 34% as White/Caucasian; 5% Hispanic/Latin/Spanish; 5% American Indian; 5% “Other”
- 77% live in a college dorm or residence hall; 13% live with roommates in a house or apartment; 8% live with parents/caregivers; 3% live alone

21 to 24 year olds (33 respondents in Franklin County)

- 36% male and 65% female
- 81% employed either full (16%) or part-time (65%)
- 19% full time high school student
- 55% full time college student; 10% part time college student
- 16% not in school
- 97% have at least a high school degree
- 58% as White/Caucasian; 29% identify as African American/Black; 3% Hispanic/Latin/Spanish; 3% American Indian; 3% Native Hawaiian ; and 3% Biracial
- 42% live in a college dorm or residence hall; 16% live with roommates in a house or apartment; 13% live with parents/caregivers; 7% live alone; 16% live with a significant other; and 7% live with a significant other and children

Highlighting in red - risk factor by at least quarter of respondents

Items	18-20	21-24
<b>Perceived risk of : (Great or Moderate Risk provided)</b>		
Drinking 5 or more drinks of alcoholic beverage on one occasion	78%	63%
Driving after drinking 1 or 2 drinks of alcohol	63%	59%
Driving after drinking 4 or 5 drinks of alcohol	88%	84%
<b>How acceptable do you think it is for: (Acceptable and Somewhat Acceptable % provided)</b>		
Individuals 21 or older to get drunk	93%	72%
Individuals 21 and older to provide alcohol for people under 21	24%	13%
Individuals 18 to 30 years old to have 1 or 2 drinks	56%	44%
Individuals 18 to 20 years old to get drunk	39%	30%
Individuals 15 to 17 years old to have 1 or 2 drinks	20%	19%
<b>Items</b>	<b>18-20</b>	<b>21-24</b>

Individuals 15 to 17 years old to get drink	7%	6%
<b>In your community, how likely is it that: (Very or Somewhat Likely percentage provided)</b>		
Someone driving under the influence would be stopped by the police/law enforcement	88%	72%
Someone driving under the influence would be arrested	81%	75%
A drunken adult, 21 years of age or older, would be served a drink of alcohol if they asked for one in a local restaurant	68%	53%
A drunken adult, 21 years of age or older, would be sold an alcoholic beverage if they tried to buy it in a local store	78%	69%
<b>During the past 30 days, on how many days did you: (One or more days percentage reported)</b>		
Have one or more alcoholic beverages	81%	52%
Have five (male) or four (female) or more alcoholic beverages at one sitting	47%	40%
Drive within one or two hours of consuming 2+ alcoholic drinks	26%	15%
Ride with someone who within the previous 1 to 2 hours had 2+ alcoholic drinks	19%	25%
<b>How hard is it to get alcohol if you are under 21 in your community (Very Hard or Somewhat Hard percentage provided)</b>	20%	16%
<b>If you used alcohol in the past 30 days, how did you get it?</b>	40% used	89% used
I bought the alcohol	10%	74%
I got it from friends	53%	32%
My parents or other person over 21 gave it to me	17%	7%
Took from parents home	0	7%
<b>If you drank in the past 30 days, why did you drink?</b>		
It breaks the ice	6%	7%
It makes socializing easier	19%	13%
It is a way to celebrate	28%	48%
I like the taste	19%	39%
It helps me to fit in	3%	0%
There is nothing else to do	13%	29%
Makes it easier to flirt and/or hook up	0%	3%
Makes it easier to deal with stress or problems	16%	16%
Cause it was there	3%	0%
To relax	3%	3%
<b>Items</b>	<b>18-20</b>	<b>21-24</b>
Watching the game	3%	0%
Drink with my meal at night	0%	3%

Just for fun	0%	3%
Weekly margarita night with friends	0%	3%
<b>Were asked to show your ID the last time you bought or tried to buy alcohol in your community</b>	<b>48%</b>	<b>71%</b>
<b>Have provided alcohol to someone under age</b>	<b>18%</b>	<b>52%</b>
Have ever used a fake ID to purchase alcohol in your community	5%	3%
<b>How popular is/are: (Very Popular or Somewhat Popular)</b>		
Drinking games among people your age in your community	95%	97%
Rapid consumption of alcohol among people your age in your community	100%	94%
<b>During the past 30 days, on how many days did you.... (1 or more days reported)</b>		
Play a drinking game	35%	56%
Participate in an activity involving rapid consumption of alcohol	35%	40%
<b>Does a drink special (all you can drink, 2 for 1, or cheap pitchers) typically influence (always and often provided)</b>		
The number of drinks you consume	43%	45%
Where you decide to go out for a drink	45%	42%
<b>In the past 30 days, what percentage of people do you think have had: (believe 25% or more people...e)</b>		
At least one drink of alcohol	82%	87%
Had 5 or more drinks of alcohol in one sitting	74%	73%
Driven shortly after consuming 5 or more drinks of alcohol within a couple of hours	46%	27%
<b>How serious a problem is: (Very serious &amp; Serious % reported)</b>		
Drugged driving" among 18-24 year olds in your community	59%	55%
Texting and driving among 18-24 year olds in your community	90%	87%