

Alliance: Utopia

County: Paradise

Priority: Problem Drinking

Last Update: January 10, 2013

## Problem Statements

## Root Causes

## Local Conditions

## Interventions

**High rates of underage drinking among high school and college youth are causing concern**

*Data: 2008 NJHS Survey past 30 day use 45.7%*

*EMT calls/transport for 2011 show 559 patients between ages 13-25 (19%)*

*2010 CIE College survey reports 66.4% underage students drank alcohol in past 30 days; 72.7% all age college students drank in past 30 days; 40.1% reported binge drinking in previous two weeks*

*32.3% of 18-25 year olds admitted for txt are for alcohol use (NJSAMS 2009)*

*10% increase in alcohol txt admissions for Mercer County residents under 25 yrs (2006-2011) NJSAMS*

1

### Availability/Access

*Data: youth focus groups Hopewell, Lawrence; Princeton youth surveys; key interviews with school SACs*

2

### Social/community norms

*Data: youth focus groups Hopewell, Lawrence; Princeton youth surveys; key interviews with school SACs*

1

### Parents provide or do not monitor youth parties

*Data: Key interviews; focus groups*  
RC: 1

2

### Older siblings or college youth buying for younger siblings or students

*Data: Key interviews; focus groups*  
RC: 1

3

### Merchants not carding or accepting fake IDs

*Data: Key interviews; focus groups*  
RC: 1

4

### On-campus and off-campus parties; pre-gaming

*Data: College reports; 145 private property ordinance violations in Ewing 2011*  
RC: 2

Sticker Shock Campaign: Implement Sticker Shock campaign in communities with high rates of UD (LC 1,2,3); CADCA Strategies: 1, 3, 5, 6

Parent Who Host Lose the Most: Implement Parents Who Host Lose the Most campaign with assistance of municipal alliances and law enforcement (LC 1); CADCA Strategies: 1, 5, 6

Responsible Beverage Server Training: Annual Alcohol Beverage Server Training leading to institutionalized training (LC 3); CADCA Strategies: 2, 5, 7

Compliance Checks: Advocate for Law Enforcement Compliance Check Training (LC3); CADCA Strategies: 2,5,7

Juvenile Alcohol Ordinances: Advocate for adoption of juvenile alcohol ordinances in remaining 3 municipalities (LC 4); CADCA Strategies: 1, 2, 7