

Taking action

HOW OREGON STRATEGIES ALIGN WITH THE SURGEON GENERAL'S CALL TO ACTION TO PREVENT AND REDUCE UNDERAGE DRINKING IN OREGON

GOAL 1

Foster changes in American society that facilitate healthy adolescent development and that help prevent and reduce underage drinking.

- » The "Face it parents" media campaign targets three specific messages to Oregon adults – "One in three 8th graders are drinking, your child could be one"; "Every child needs rules against underage drinking"; and "Alcohol harms young minds."
- » Oregon State University and the University of Oregon sports marketing departments have partnered with the Department of Human Services to reach nearly 500,000 football fans with underage drinking prevention messages through radio, print, and Internet messages with the theme, "Underage Drinking – It's Not a Game".
- » Utilizing the Governor's Portion of the Safe and Drug Free Schools and Communities funding, Oregon is implementing the Reconnecting Youth program in nine counties, targeting high-risk youth who are in danger of dropping out of school. One of the many benefits of this program is a decrease in underage drinking.

GOAL 2

Engage parents and other caregivers, schools, communities, all levels of government, all social systems that interface with youth, and youth themselves in a coordinated national effort to prevent and reduce underage drinking and its consequences.

- » Since 1999, counties have developed and implemented comprehensive and coordinated plans to address services to children and families. Substance abuse, including underage drinking, is a major component of the plans in nearly every county.
- » Through a partnership with the Center for Substance Abuse Prevention (CSAP), AMH is enhancing coalition efforts across the state to provide coordinated services in communities throughout Oregon utilizing the Communities That Care framework.
- » The 2007 Legislative Assembly adopted Governor Kulongoski's proposal to invest \$1.5 million to implement Strengthening Families Program (SFP) 10-14. This evidence-based parenting program is designed to reduce adolescent substance use and other problematic behaviors in youth 10 to 14 years old. Nearly 1,400 families will be reached during the biennium that ends June 30, 2009. This well-researched model has proven to be effective in diverse communities across the country and specifically demonstrates the following outcomes:
 - Preventing the onset of alcohol or drug use among youth
 - Reducing parental alcohol and drug use
 - Improving parenting skills
 - Improving and builds life skills in youth
 - Strengthening family bonds

GOAL 3

Promote an understanding of underage alcohol consumption in the context of human development and maturation that takes into account individual adolescent characteristics as well as environmental, ethnic, cultural and gender differences.

- » Friendly PEERsuasion is being implemented in six communities over the 2007-09 biennium. Friendly PEERsuasion is an evidence-based program addressing the unique needs of elementary and middle school girls.
- » AMH provides funding to the nine federally-recognized tribes to address Native American underage drinking issues both on and off the reservation.
- » Through the use of evidence-based strategies, AMH is providing culturally and developmentally appropriate programs for a variety of groups and citizens.

GOAL 4

Conduct additional research on adolescent alcohol use and its relationship to development.

- » AMH works closely with nationally recognized researchers, including three located in Oregon – Tony Biglan of Oregon Research Institute in Eugene, Brian Flay of Oregon State University in Corvallis, and Roy Gabriel of RMC Research in Portland.
- » AMH utilizes research available both in-state and nationally to inform policy and program development.

GOAL 5

Work to improve public health surveillance on underage drinking and on population-based risk factors for this behavior.

- » Oregon's State Epidemiological Outcomes Workgroup (SEOW), facilitated by the Department of Human Services, Addictions and Mental Health Division and chaired by Dr. Roy Gabriel, RMC Research, provides new and improved ways to analyze, report and utilize data for statewide strategy development and resource allocation.
- » Data is currently being analyzed and reported at the County level to assist local coalitions communicate about the issues associated with substance abuse with their constituents and develop effective strategies to address underage drinking and other substance abuse problems facing their communities.

GOAL 6

Work to ensure that policies at all levels are consistent with the national goal of preventing and reducing underage alcohol consumption.

- » The Attorney General's Task Force on Underage Drinking was successful in passing three bills during the 2007 legislative session. HB 2147 will deny driving privileges for those convicted of minor in possession violations. HB 2148 increases the penalties for minor in possession while operating a motor vehicle. And HB 2149 authorizes courts to order assessment and treatment for all those convicted of minor in possession.
- » Enforcing Underage Drinking Laws (EUDL) funds are used to train law enforcement agencies across the state in minor decoy operations and controlled party dispersal techniques. As a result more communities are engaged in consistent enforcement of laws related to underage drinking.