

## ASAP Top 7 Local Conditions (DFC Goal 2: Reduce youth substance use)

Local Condition	Potential Strategy	Types	Evidence of Effectiveness	Sectors/Settings
<b>Took alcohol from home</b>	Marketing campaign about locking up and monitoring	Provide information	Low evidence of effectiveness if done as stand-alone strategy	Media, schools, youth, youth-serving organizations, law enforcement
	HIPS display w/ alcohol cabinet	Provide information; build skills; provide support; physical design		Parents, schools
<b>Got alcohol from parents</b>	Parenting curriculum like Strengthening Families or Guiding Good Choices	Provide information; build skills; provide support; change policies if mandated	Strong evidence of effectiveness	Schools, community centers, family service agencies, faith-based settings
	Sticker Shock	Provide information; change physical design	No existing evidence of effectiveness	Businesses, media, youth
	Students present to adults – Advertising and Media Influence (Y2Y Module 3A-2)	Provide information		Parents, youth, youth-serving organizations, businesses
<b>Got alcohol at parties</b>	Enforce SHO in Winona	Change consequences; reduce access; provide information (if tied to marketing campaign)	Effective if enforced, and enforcement is promoted	Law enforcement, justice/courts, media
	Pass and enforce countywide SHO			
	Sticker Shock	Provide information; change physical design	No existing evidence of effectiveness	Businesses, media, youth
	After-prom event	Provide support; enhance access	Evidence for reducing impaired driving	Parents, schools
	ZAP	Change consequences; reduce access	Some evidence of effectiveness	Law enforcement
<b>Perceive low risk from drinking</b>	Brief motivational interviewing	Build skills; provide support; change policy (potentially)	Strong evidence of effectiveness	Schools, clinics, youth-serving organizations
	e-Checkup to Go (e-Chug)	Provide information; build skills; change policy (potentially)	Evidence of effectiveness for college population	Schools
	AlcoholEdu	Provide information; build skills; change policy (potentially)	Evidence of effectiveness for college population	Schools
	LifeSkills Training	Provide information; build skills; provide support	Strong evidence of effectiveness	Schools
	Project Northland	Provide information; build skills; provide support	Some evidence among rural Minnesota communities	Schools
	Marketing campaign on consequences/risks (lost eligibility)	Provide information: PSA w/Screenvision and school news groups	Low evidence of effectiveness if done as stand-alone strategy	Media, law enforcement, schools, youth serving organizations

	Increase + promote enforcement of school policies; increase collaboration between LE + schools	Message on back of Prom, Homecoming, and Winterfest tickets		Schools, students
	Students present to peers – 8 Things the Alcohol Industry Does Not Want You to Know (Y2Y Module 3A-1)	Provide information		Youth, schools
<b>Get marijuana from young adults ages 18-25</b>	Increase and promote enforcement	Change consequences; reduce access; provide information (if enforcement promoted)	Effective if enforced, and enforcement is promoted	Law enforcement, justice/courts, media
	Reduce access at parks (i.e., Garvin Heights lighting, gate, signage)	Change physical design		Local government, law enforcement, WSU
<b>Perceived low risk from marijuana use</b>	Brief motivational interviewing	Build skills; provide support; change policy (potentially)	Strong evidence of effectiveness	Schools, clinics, youth-serving organizations
	e-Checkup to Go (e-Toke)	Provide information; build skills; change policy (potentially)	Evidence of effectiveness for college population	Schools
	LifeSkills Training	Provide information; build skills; provide support	Strong evidence of effectiveness	Schools
	Marketing campaign on consequences/risks (video, lost eligibility)	Provide information	Low evidence of effectiveness if done as stand-alone strategy	Media
	4/20 Alternative events with fact cards and discounts	Provide support		Youth, businesses, youth-serving organizations, media
	Increase enforcement of school policies + promote (better collaboration between LE + schools)	Change consequences		Schools, law enforcement
<b>Easy access to e-Cigs</b>	<i>*May need more data collection</i>			
	Tobacco/nicotine 21 that covers e-Cigs	Change policy		Law enforcement, media, healthcare, treatment, youth
	Congratulate & Educate – Increase compliance checks + include e-Cigs	Change consequences; reduce access	Strong evidence of effectiveness	Businesses, law enforcement, media
	Counter Tobacco – Point-of-sale scavenger hunt	Reduce access		Businesses, youth, youth-serving organizations, media

## DFC Goal 1: Build Capacity

- HIPS: Encourage sector reps to bring mini-HIPS (backpack) to sectors; promote ASAP; build prevention capacity; sustainable and can cover any emerging substance. Also plug the [“Talk Sooner”](#) app.

- Track and monitor events at community parks (i.e., festivals at parks w/ alcohol such as Levee Park)
- Get more involved in big community events (i.e., "Lubeathon", National Night Out, Middle School Orientation, mandatory sports meeting)
- School policy review (WSHS, WMS, LAHS)
- Create banners, fact card, data displays--could tie to Goal 2 LCs
- Coalition posters and postcards for sector reps--branding coalition; sector rep liaisons
- Businesses offer deals to students for alternative events
- Quarterly meetings for all coalition members to receive info about a substance with action steps, and recruit more help
  - Marijuana
  - Vaping/e-cigs (ANSR or ALA can present)
  - Alcohol (Students can present "Advertising and Media Influence" (Y2Y Module 3A-2))
  - Brief motivational interviewing