



## COALITION IDEAS FAIR POSTER PRESENTATIONS

### Track: Achieving Impact

#### **Communications Rise Above...Together!**

**PRESENTER:** *Gemma Chalkley (The Vernon Coalition)*

If you are interested in implementing a fun and exciting campaign in your community that really gets the attention of your youth...you are in the right place! With original artwork and vivid photographs, the Vernon Coalition will share with other CADCA members the benefits of implementing the Above the Influence (ATI) campaign throughout their community. ATI empowers youth to take a stand against negative influences and rise above...together! Using the ATI toolkit, students work with each activity to express themselves whether it be through writing, song, dance or their own original artwork. ATI is youth led which inspires and empowers them to create their own path and never let others define them! It's their life, their choice...LIVE ABOVE THE INFLUENCE!

#### **Culture and Geography: Place-Based Strategies for Targeted Populations**

**PRESENTER:** *William James (Tacoma Drug Free Coalition)*

Culture and Geography: Place-based strategies for targeted youth populations examines how to achieve impact by collecting evidence. The Tacoma coalition has examined population-level impact of environmental strategies and community culture and geography to measure success in reducing and eliminating substance use and related risk factors. Place-based strategies have used data from the Washington State Healthy Youth Survey (HYS 2002 through 2012), and real-time youth biological-psychological-social assessment results to justify the implementation of place-based strategies. Concurrent, an outcome-based logic model and qualitative data are used to understand how to use particular prevention approaches. This poster will share lessons learned from data on past 30-day use of cigarettes, alcohol and marijuana. Local data from the 2002 to 2012 HYS for 12th graders indicate a 6% reduction in past 30-day use of cigarettes (22% to 16%); a 8% reduction in past 30-day use of alcohol (43% to 35%); and a 1% increase in marijuana use in the past 30 days (25% to 26%), indicating success with reduced rates of cigarettes and alcohol, but indicating there is a need for a concentrated effort to impact the use of marijuana by youth. In addition, the rate of youth who think there no risk or low risk from regular use of marijuana has doubled from 20% in the HYS 2002 to 40% in 2012, a dramatic shift in youth perception of harm. This poster will present the latest impact of the legalization of marijuana for individuals age 21 and the privatization of alcoholic beverage sales in Washington State.

#### **How to Develop a College & University Tobacco Policy Database**

**PRESENTER:** *Osalusosse Ovienmhada (Texans Standing Tall)*

Texans Standing Tall (TST), in line with the American Non-Smokers' Rights Foundation (ANR) best practices, classifies a campus as 100% smoke-free, 100% tobacco-free, and 100% e-cigarette-free when smoking, tobacco use, and electronic smoking devices respectively are not permitted on campus at all times. In order to help promote a comprehensive smoke free policy on Texas College Campus's TST created the Texas College & University Tobacco Policy Database. TST collected smoke, tobacco and electronic smoking device policy information from 143 Texas colleges and universities including community colleges. The database will allow colleges and universities the opportunity to see how their policies compare to those of similar institutions and will allow them to improve upon their policies using other, exemplary college and university tobacco policies. If a campus is not fully compliant in a category, the offending exemption will be identified to encourage a call to action by the campus. To compile a complete list of Texas colleges and universities TST pulled from our internal college database and compiled it with a list provided by the U.S. Department of Education. We then visited each college's

website in search of its tobacco policy. This required a thorough read-through of each website, as the location of the policy was different on every website. TST staff met internally several times seeking advice from national organizations along the way. Using the most common policy restrictions and exemptions as guidelines and in collaboration with ANR and our external evaluator, TST created a policy rating scale that would accurately represent the diverse schools in Texas. Once the scale was completed TST sampled our finalized product using several Texas universities. Upon completion in November the searchable online database will be available to Texas colleges, universities, and communities.

### **Take It To The Box!**

**PRESENTER: Shelly Cole (Rice County Chemical Health Coalition)**

Many communities across the Country have been overwhelmed by the problems associated with prescription medication abuse. Rice County, MN found itself in the midst of a serious opioid crisis in 2008, including multiple opiate overdose deaths, and was compelled to take action. We will share the details of our Take It To the Box program including how prescription medications were identified as a problem in our community and how this strategy was chosen. Come by and see the process that Rice County Chemical Health Coalition went through to implement an environmental strategy that is making a difference and has become a sustained effort embedded in community agencies.

### **The Science Behind Alcohol Policy: The Why, The What, and The How**

**PRESENTER: Nicole Carritt (Project Extra Mile)**

As the science needs the field, the field needs the science. Three members of statewide alcohol policy alliances/coalitions will draw participants' attention to the critical need of using the foundational science in alcohol policy to discover the why, what, and how of making important community change for increased public health and safety. In order to encourage professionals in the field to focus our community work on the science first and foremost, this poster (1) provides a concrete look at the science behind alcohol policy work and why it matters that our focus remain steady, (2) describes a number of issues identified in the science as most effective, and (3) offers actionable strategies for communities to embrace to create population-level, sustainable change.

## **Track: Coalition Operations**

### **Barn Raising: A Strengths-based Approach to Overcoming Challenges in Rural Communities**

**PRESENTER: Amy Bass (Pima County Community Prevention Coalition)**

This poster will use How to Success Stories to present strategies used for non-traditional sector development in Rural areas to establish an effective tag-team based approach to prevention. The presentation focus on overcoming challenges typically found in rural areas, including lack of media outlets, challenges related to hiring staff, having very limited local resources, serving a diverse high-need population, geographic barriers and lack of a unified community voice. A portion of the time will be used for strengths based sharing among participants to address challenges faced in their own rural communities.

### **Applying a Social Determinants of Health Lens to Building Sustainability for Local Coalitions**

**PRESENTER: Jean Granick (Everett Community Health Partnership Cambridge Health Alliance)**

The poster will review the process of undertaking a comprehensive health assessment, lessons learned and next steps for the Coalition entering its final year of DFC funding. This poster will present how the Everett Community Health Partnership Coalition (ECHP - located in Everett, Massachusetts), in its 9th year of the Drug Free Communities Grant, undertook a comprehensive assessment and analysis of local data, prevention work, education and programming efforts for all ages, examining health broadly, and including root causes, to plan for sustainability. ECHP recognizes that health is greatly influenced by many things around us, including social, economic, political, and environmental factors in addition to individual behaviors. To examine Everett's substance use over time, among youth and adults, and plan for next steps, the process of examining health indicators, social determinants of health, identifying strengths, assets, challenges, and needed areas of improvement, collectively strengthened the Coalitions commitment and aligned partners to work together in future strategic planning. ECHP initially undertook this process in year 3 of its DFC grant. The 2014 Well-Being of Everett Health

Assessment Report comes six years after the Coalition's first comprehensive assessment report, published in 2008. The changes since 2008 are significant: there has been a shift in demographics, new community-based organizations for children and youth have developed and are thriving, new human service agencies are supporting and serving immigrant populations, primary care is expanding for all residents, especially adolescents, and a stronger effort to offer substance abuse treatment and integration of behavioral health care in the primary care setting. This poster will review the process of a community-based health assessment, how to utilize a completed health assessment for sustainability and how a coalition can develop and expand ongoing partnerships to address root causes of substance use, abuse and other community health concerns.

### **Transitioning your Coalition from a Monument to a Movement**

**PRESENTER:** *Daniel Bland (Bridgeport United Coalition)*

Very often Coalitions begin with eager motivated individuals committed to seeing change and impact within their local community, however sometimes through the tedious journey of prevention and advocacy the tank that was once full runs out gas. As a result, the organism which was once a movement can very easily become a monument of reporting sessions and recycled ideas that somehow over deliver and underperform. Don't worry It's happened to the best of us, the good news is there is still time to turn your monument into a movement! Our exhibit will feature ideas and strategies that are sure to increase to the productivity, moral, and effectiveness of your coalition.

## **Track: Communications**

### **"It Matters"— A Social Norms Media Campaign**

**PRESENTER:** *Jamie Katz (Olathe Communities That Care Coalition & CHAP Coalition)*

Have you ever wanted to implement a media campaign, but don't know where to start? Two coalitions in Johnson County, Kansas partnered together to create a process on how to effectively engage multiple community sectors to implement an underage drinking prevention media campaign for high school students. The "It Matters" campaign was created to build on the protective factors and focus on the positive activities, support and protection that are happening daily in the lives of youth. Come learn key components to the process and how your coalition can effectively implement your own social norms media campaign.

### **Parents Matter**

**PRESENTER:** *Darcy Jensen (Coalition for a Drug Free South Dakota)*

Parents Matter! The Coalition for a Drug Free South Dakota realized just talking to kids about underage drinking and driving was not enough to change the trend in our community. We invited school administrators, law enforcement, parents, youth, and members of the judicial system and an advertising agency to work with us to create change. Our approach empowered parents, enlisted schools, and the media to change the trend. Pro bono donations and local media have helped take this campaign to a statewide effort. Our campaign is working; we have reduced the number of alcohol related fatalities in our community and now statewide. We have learned how to evaluate the reach and impact of our media message developing strong partnerships along the way. We want to share our success with other coalitions, providing tips on working with media, engaging school districts, and empowering parents. We found out parents do matter!

### **Power to the Parent: A Comprehensive Media Approach to Impact Social Access**

**PRESENTER:** *Patricia Tomassi (Westchester Coalition for Drug and Alcohol Free Youth)*

Parents are powerful. But parents need support in order to use their power for underage drinking prevention. As part of a Strategic Prevention Framework – State Incentive Grant (SPF-SIG) the Westchester Coalition for Drug and Alcohol Free Youth successfully impacted parental attitudes, social access, and heavy alcohol consumption among high school students. After a comprehensive needs assessment we discovered that some parents are unaware of the legal, health and safety consequences of providing alcohol and/or allowing youth to consume alcohol in their home/on their property, including our County-wide Social Host Law. Consequently, youth access to alcohol is facilitated through house parties that are associated with heavy alcohol use. Parents told us that they need strategies and support to set/follow through with clear no-use norms, especially as teens get older. Our research also revealed that parents did not support strong law enforcement responses. Parents also gave us a wealth of information about their preferred information sources and they overwhelmingly reported that

they are most likely to talk to their teens around an event such as Prom, Homecoming, etc. Working with an excellent media consultant, we crafted a comprehensive media campaign that invited parents to use the power they have for prevention; combatted specific misperceptions that parents hold; offered concrete, positive communication tips; and focused on conversations around events. Campaign materials were in both English and Spanish. Our results were strong. Youth surveys administered before and after our campaign showed a positive impact on: past two week binge drinking; past 30-day drunk/high from alcohol; perceived parental disapproval of alcohol; chance of being caught by police; perception of alcohol availability; and ability to refuse alcohol from a peer. Our poster will document the process that we used to develop the campaign, showcase some of our campaign materials, and discuss lessons learned during our implementation.

## **Track: Cross-Sector Prevention**

### **A Multi-Media, Performance-based Approach to Substance Abuse Prevention Among Adolescents**

#### **PRESENTER: Libby Safrit (Youth Drug Free Coalition)**

Teen Health Connection is an integrated healthcare facility in Charlotte, NC that provides medical, mental health, nutrition, and health education services to adolescents 11-22. Recognizing that prevention efforts need to expand beyond populations already involved in direct health services, the organization takes an innovative, cross-sector approach to sharing information and spreading prevention messages more broadly among adolescents and the community. Through a partnership with the local public school system, Teen Health Connection developed The Big Picture, a dynamic health education, multi-media performance, incorporating music, dance, acting and videography. The Big Picture has been written and performed annually over the past three years (2012-2014) by high school students. The teen playwrights use national and local data from the Center for Disease Control's (CDC) Youth Risk Behavior Surveillance System (YRBSS) to identify current health and safety issues impacting teens. The performance is a series of vignettes relevant to adolescents, including substance use, bullying, suicide, depression, dating violence and other adolescent health issues. The performance highlights these adolescent health and safety issues and promotes alternative healthy behaviors and activities. The Big Picture is performed continuously for one week each year for the community and high-school audiences; and every year we sponsor 9th grade students in the local school system, allowing for transportation to the performance. This presentation will highlight the success of using innovative methods like The Big Picture in prevention work among adolescents and youth. Presenters will share information about the development and implementation of The Big Picture over the past three years, including challenges, facilitating factors, and changes to the program over time. Outcome information from each of the past three annual performances will also be shared, including information about attendees, post-performance survey results, and qualitative feedback. Presenters will also share video clips from The Big Picture 2014 performance.

### **Cross-Sector Collaboration to Reduce Underage Alcohol Access**

#### **PRESENTER: Essam Khalil (Middletown Cares Coalition)**

Although laws prohibiting alcohol sales to youth under age 21 exist in all states, studies have shown that youth are still able to purchase alcohol without age identification from commercial establishments. Compliance checks conducted by law enforcement agents can significantly reduce illegal alcohol sales to underage youth. However, in a recent study of local law enforcement agencies across the country, only 1 of 3 report that they have conducted alcohol compliance checks within the past year. Coalitions can work with multiple sectors to reduce access to alcohol, which is one of the most effective ways to reduce underage drinking and its related problems. In addition to providing education on the subject to parents, teachers, youth and the general community, the Middletown Cares Coalition works closely with the City of Middletown Police Department, an active partner, in order to reduce access. With support from the Middletown Cares Coalition, the Department's Community Policing Unit conducts compliance checks for underage identification recognition. Effective strategies include using teams of youth, 18-20 years old, from local schools and youth groups, who act as decoys in convenience stores and other small markets that sell alcohol for off-premises use. In addition, follow-up checks are conducted and training is provided to alcohol establishments. Over the past five years, results from the youth survey have shown a significant decrease of 28%, 37%, and 35% in the reporting of ease of access of alcohol in 8th, 10th, and 12th

graders respectively. These compliance checks are an important component of the coalition's strategy to decrease the availability of alcohol to youth. Although effective, there is not a national effort focused on increasing the use of compliance checks to prevent illegal alcohol sales to underage youth. However, coalitions can work collaboratively cross sectors to increase this type of enforcement effort.

### **Partnership for Success: How the Milwaukee Metro Area Teamed Up Against Prescription Drug Abuse**

**PRESENTER: Kari Lerch (Milwaukee County Substance Abuse Prevention Coalition)**

The Community Advocates Public Policy Institute (PPI) was awarded a Partnerships for Success II grant from the Wisconsin Department of Health Services to reduce prescription drug abuse in Milwaukee County. However, Milwaukee County is the largest and most urban county in Milwaukee and a single grant did not allow the capacity to effectively implement the work. Public health practitioners in the City of Milwaukee and suburban communities Franklin and West Allis came together and work together closely to deliver a collaborative approach to eliminating prescription drug abuse in the community they call home. The City of Milwaukee focuses on increasing disposal options for unused/unwanted prescription medication, while the City of Franklin focuses on parent and community education, and the City of West Allis and West Milwaukee focuses on educating prescribers and providers. This unique, collaborative approach, allows for individual area expertise to be utilized and still have a strong impact on services county-wide. This has led to huge strides in prescription drug prevention work for this community, especially around developing critical partnerships where none had previously existed.

### **Prevention, Law Enforcement, and Retailers: Partnership to Grow and Sustain Positive Community Norms on Underage Drinking**

**PRESENTER: Scott Gagnon (Healthy Androscoggin)**

Healthy Androscoggin has achieved remarkable success in reducing underage drinking rates in Androscoggin County. This has been in large part to fostering positive community norms around underage drinking. Two key sectors have been law enforcement, and the alcohol licensees in Androscoggin County. The work of the Androscoggin County Alcohol Enforcement Team has been a model in Maine for effective enforcement of underage drinking laws. Just as vital has been the robust partnership of the retailers and on-premise establishments. They provide substantial sponsorship of awareness campaigns; they send staff to coalition meetings and have been actively involved. Many have made it company policy, and therefore company culture, for all staff to be RBS trained and certified. Together, we have succeeded and Androscoggin County has the lowest underage drinking rates in Maine. This presentation will share the story of this marvelous partnership that has achieved real, measurable, and positive outcomes.

### **Prevention Starts with Y.O.U.: Young, Optimistic, and United Against Substance Abuse**

**PRESENTER: Dana Ocker (Tri-Community Coalition)**

Prevention starts with YOU. This presentation by the Tri-Community Coalition will highlight efforts to engage youth in meaningful discussions and partnerships with local community leaders, parents, legislatures, schools, etc. in order to prevent substance abuse within communities. Our presentation will highlight our youth coalition, Y.O.U. (Young, Optimistic, and United), and the various community-driven campaigns they participate in over the course of the year. Events such as Dialogue Day, Sticker Shock, "The Only Beer We Drink is Root Beer," Kick Butts Day, and "I Don't Smoke Weed on Days Ending in Y," give youth the opportunity to be leaders in substance abuse prevention. We will also discuss challenges in promoting youth-driven advocacy and several ways your coalition can overcome these challenges in order to involve youth in your local communities. Resources to increase youth engagement will be provided.

### **Safe and Healthy Neighborhoods: A Successful Urban Collaborative**

**PRESENTER: Donna Knapp (Safe and Healthy Neighborhoods)**

Building upon our successful cross-sector collaboration, the Safe and Healthy Neighborhoods (SaHN) coalition has been actively engaging local policy makers to further advance environmental prevention strategies in the Syracuse, New York area. Prior to the coalition formation, early associates felt that "their voice alone had become stale." To achieve collective impact, those early coalition associates expressed willingness to seek out partners that members would not traditionally turn to. In the past year SaHN has grown to include partners from



such diverse sectors as prevention, citizen advocacy groups, land management, county health, law enforcement, neighborhood community centers and residents. The diversity of backgrounds of coalition partners unified together in common action has been the foundation for recent victories. The initial issue that galvanized the coalition was the negative environment that existed in city neighborhoods due to the density of corner store outlets and the undesirable behaviors occurring in connection with some of them. With our mission to “ensure safe and healthy neighborhoods in the city of Syracuse through collaborative planning, community action, civic engagement and policy advocacy,” SaHN was instrumental in the passage of Syracuse’ Business Certificate of Use Ordinance which created guidelines for bars, restaurants, and corner stores to “not have serious negative impact on surrounding residential neighborhoods, and not endanger the health, safety or welfare of persons in the City of Syracuse.” The next environmental policy issue the coalition has taken on is collaborating with the Syracuse-Onondaga County Planning Agency about incorporating a “Health in All Policies” approach to the complete restructuring of City zoning. Due to the significant victories in influencing use of environmental prevention strategies, policy change and enforcement, this unique collaborative is now working on implementing a city-wide Social Host Law with the Common Council, local universities and landlords.

### **"Wolf in Sheep's Clothing" (Things Do Not Appear As They Appear)**

**PRESENTER:** *Jocelyn Watters (Longview Anti-Drug Coalition)*

The purpose of our presentation is to educate the community on the dangers of marijuana to youth, especially edibles. Edibles are the epitome of “wolves in sheep clothing”. These products are designed specifically to appeal to youth and young adults by mimicking trendy sweet treats. Gummy-bear look-alikes as well as copycats of family favorites like Twix Bars, and Hershey chocolate are sold to the public in Washington and Colorado. As other states try to follow suit and legalize “recreational” marijuana, the products will become even more plentiful. Brands such as “Pot Tarts”, and “Buddafinga” have gone so far as to copy both the design of the wrappers and the name of the treat! Through education of parents and community members and creating a presentation that can be shared with other substance use organizations, Longview Anti-Drug Coalition is working to keep youth away from these “Wolves In Sheep’s Clothing”.

### **Youth Advocates Working to Improve the Quality of Life in San Diego**

**PRESENTER:** *Berenice Castillo (Cinco de Mayo con Orgullo Coalition)*

This poster introduces participants to a youth advocacy model for community change focused on community scans as a technique to identify the compliance of off-sale alcohol establishment to state and local policies and the impact to the quality of life for citizens. Participants will gain an understanding of the youth driven planning process of the technique as a way to prioritize and identify issues in the community. Presenters will share a youth-driven analysis of the enacted state legislation and the local public policies regarding alcohol retail establishments and their findings from an assessment off-sale alcohol retailers’ compliance with operating standards intended to solve public nuisance problems and improve the quality of life for citizens in local communities. Additionally, participants will learn about the development of a cross sector committee that includes law enforcement, state and local government representatives and prevention providers who support the increased compliance of these standards. Participants will also be presented with the results of a three year community scan conducted in San Diego’s Mid-City community, City Heights and North Park, along with an analysis of crime patterns in the area. Participants will receive handouts describing the assessment tool and protocol, existing state and local policies, results of the local assessments and, copies of the media advocacy work. The poster has 3 components: 1) Presentation of the assessment tool, protocol and process; 2) Analysis of the existing policies and the results of compliance awareness campaign; and 3) Development of a cross-system collaboration to effectively advocate for community change.

## **Track: Education, Advocacy, and Mobilization**

### **East Baltimore Drug Free Community Coalition: Making A Difference in the Inner City**

**PRESENTER:** *Richard Henderson (East Baltimore Drug Free Community Coalition)*

This poster will be designed to tell the story and history of The East Baltimore Drug Free Community Coalition in the Inner City of Baltimore and explain in great detail, how we as a coalition are making a change in the lives of youth through providing listening sessions, providing guest speakers from a variety backgrounds and allowing the youth to encourage their peers while doing the session. Also this writer will share with the audience what works

when talking to youth in the Inner City and ways of engaging them in the activity or session that is being provided. Finally, we examine the impact that the session is having on youth that are dealing with substance abuse issues, by way of a survey that is provided at the end of each session and provided ways that they can change the path that they are currently on.

### **Engaging Youth in Tobacco Prevention**

**PRESENTER: Denise Smith (The H.E.A.R.T. Coalition)**

In the process of implementing environmental change strategies leading to community level change it is important to work with various members of the community. As a coalition key stakeholders and gatekeepers play very important roles however, our coalition has found that the sector that may be most important to creating community level change are the youth of the community. As a tobacco prevention coalition, we have found that engaging youth and empowering them to be advocates in their community is essential to tobacco prevention. Research shows that Big tobacco companies and retailers target youth populations through the promotion of flavored productions, product placement, location of retailers, increased use electronic nicotine devices, and using popular culture to advertise to youth populations. Therefore, it is necessary to engage youth, educate them about how they are targets of Big tobacco, provide them with the skills and knowledge to fight back, while promoting a tobacco free lifestyle to their peer group. Engaging youth in tobacco also provides coalitions primary data when conducting needs assessments specific to that community opposed to the secondary data for an entire county/state. Youth can provide valuable data from focus groups, windshield surveys, and everyday experiences. Furthermore, youth involvement allows coalitions to be innovative following the latest trends in technology. The use of technology significantly increases prevention efforts because it allows coalition to disseminate positive messages to large populations extending the reach of a coalition. Overall, the youth voice is heard loudest as an advocate. Legislators are often encouraged when youth bring attention to a concern for community conditions which can address policy change as an environmental strategy. Policy change is necessary to create long term change in tobacco control and prevention.

### **The Power of Partnership: Increasing Influences and Outcomes with Collaboration Across Coalitions**

**PRESENTER: Bridgett Taylor (Communities United Regional Network for Sullivan County)**

We all know our voices are strengthened when we work together across sectors. Community coalitions can also find strength when they work across geographical lines to create statewide networks of influence. Using the example of DFC coalitions working together in New Hampshire, participants will learn how they can reach out and make lasting connections, then use connections across their state and with national leadership to create a stronger voice for prevention. Presenters will explore ways to get started and find common ground, managing geographic and cultural barriers and changing coalition leadership, and engaging on a statewide level to create strong messaging and cultural change. Participants will be invited to brainstorm ways to strengthen their own networks by reaching across community boundaries and discover ways to create their own cross-community partnerships.

### **Using Social Media to Break Up the Party: Reducing Underage Drinking with a Comprehensive Approach**

**PRESENTER: Gabby Sewing (Texans Standing Tall)**

Texans Standing Tall (TST), a statewide coalition committed to reducing youth alcohol, tobacco and other drug use, is using a comprehensive approach with innovative technology to advance local efforts in reducing underage drinking. Youth obtain alcohol primarily from social settings such as parties, friends and adult providers. In Texas, the most recent data shows that 58% of high school students have used alcohol at some point in their lives, with 26.4% of students reporting obtaining alcohol from parties similar to national trends. Texans Standing Tall uses a three-pronged approach to create community change that involves a media campaign, passing a local social host ordinance, and training law enforcement on controlled party dispersal techniques. TST has invested in an innovative technology called SnapTrends to aid local coalitions in both quantitative and qualitative data collection. SnapTrends is a location-based social grid intelligence software that identifies and collects relevant social media posts about underage drinking parties within a target area. By identifying those posts, SnapTrends helps locate where underage parties are occurring and shows the extent of the underage drinking problem in the community, creating urgency among community members to initiate change. SnapTrends can also help coalitions strengthen relationships with law enforcement, an essential partner to reduce underage drinking. Law enforcement can aid

prevention work by consistently enforcing underage drinking laws. Coalitions often struggle to connect with and maintain communication with law enforcement. Providing law enforcement the data collected from social media posts strengthens this relationship. Texans Standing Tall is currently mobilizing communities across the state to advance this three-prongs strategy using data collected from social media posts. Other coalitions can replicate our approach of monitoring social media to engage local law enforcement and mobilize the community to support the reduction of underage drinking parties.

### **Youth Driven Mandated Server Ordinance**

**PRESENTER:** *Dadra Avery (Action for the Betterment of the Community [ABC])*

This is a continuation from our Community Mapping presentation last year. After collecting the data regarding the 77 documented liquor licenses in our city and county and our 60% failure rate of our compliance checks, we are taking it to the next level. We are compiling data from our local police department regarding the number of service calls that are precipitated by alcohol. We have been submitting our findings to our community leaders. Our Youth Leadership Team and Coalition are currently working on a mandated server ordinance for our community.

## **Track: What's Trending**

### **The Tyler J. Smith Purple Project**

**PRESENTER:** *Kali Smith (The Tyler J. Smith Purple Project and partners with Livewise Coalition)*

The Tyler J. Smith Purple Project was founded after my son Tyler lost his life to a synthetic drug, they called cherry flavored incense. We since passed two laws in Nebraska, and participate in new legislation in other states, spreading awareness, prevention and education. We have worked closely with law enforcement, state and federal law makers to combat this epidemic of synthetic drugs, and have become one of the states that so far has been successful this year. While there are continued new drugs, we aim to give our young people empowerment to make better choices, as well as bring communities together to ban the manufacturing and distribution of synthetic drugs.