HEALTHIER WISCONSIN PARTNERSHIP PROGRAM
ATTACHMENT B – PROJECT OVERVIEW

<table>
<thead>
<tr>
<th>PROJECT NAME</th>
<th>Changing the Culture of Risky Drinking Behavior: Underage Access</th>
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<tr>
<td>HWPP PROJECT NUMBER</td>
<td>2009I-05</td>
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Without exceeding this one (1) page, briefly describe the project's:

**Purpose** - Highlight the need for the project.

The purpose of Changing the Culture of Risky Drinking Behavior: Underage Access (CCRDB: Underage Access) is to reduce underage access and use of alcohol in La Crosse County by translating evidence-based strategies into action according to the community-developed strategic plan created through a HWPP Development Grant. The primary target population for this project is youth aged 12-20 years residing in La Crosse County. In 2007, nearly half of Wisconsin youth reported alcohol use in the past month, with 31% reporting binge drinking during the same time period. Youth are at particular risk for the adverse effects of alcohol, from alcohol’s assault on their developing brain, by participating in high risk sexual behavior and by injuries associated with alcohol use.

**Plan** - Describe the project's implementation plan, methods to be utilized, and involvement of affected communities.

The overall goal of Changing the Culture of Risky Drinking Behavior: Underage Access is to reduce access to and use of alcohol by youth aged 12-20 in La Crosse County and in doing so to serve as a model for other counties in addressing underage drinking and its consequences. The objectives and activities of CCRDB: Underage Access are supported by evidence from the Institute of Medicine Report: Reducing Underage Drinking a Collective Responsibility and the Surgeon General’s Call to Action to Prevent and Reduce Underage Drinking.

-- Objective 1. By June 2012, expand and strengthen the county-wide Community Coalition to ensure participation by county residents and leaders across all ages and sectors.

-- Objective 2. By June 2012, the Community Coalition will build broad community awareness, support, and understanding of the actual risks of underage drinking, liabilities of hosting drinking parties for underage youth, and the need for increased and consistent enforcement of underage drinking laws.

-- Objective 3. By June 2012, the Community Coalition will increase county-wide consistency and improved enforcement of underage drinking laws by partnering with law enforcement.

**Partnership** - Describe how the project will capitalize on the strengths and skills of community and academic partners.

Formed in 2006, the existing partnership between the La Crosse Medical Health Science Consortium (LMHSC), the Coulee Council on Addictions, CESAR#4, the La Crosse County Health Department, the La Crosse Police Department and the Injury Research Center (IRC) builds upon the strengths of each organization in addressing a complex issue - underage alcohol use and its consequences. By uniting the efforts of health care institutions, secondary and higher education, law enforcement, treatment programs and county health infrastructure, this project combines access to and work with the targeted population and community-based health improvement expertise across a large service area in La Crosse County.

**Evaluation** - Describe the evaluation method that will be used to measure quantifiable and significant outcomes.

Our long term outcome of reduced access and use of alcohol will be measured with three tools: Wisconsin Youth Risk Behavior Survey, Community Readiness Survey and Alcohol Compliance Check data. Short and intermediate term outcomes linked to the proposal activities will be measured through a variety of survey and reporting tools.

**Sustainability** - Explain how the partnership will be financially and programmatically sustained.

A great strength of this proposal is its focus on culture change and policy adoption that creates sustainability beyond the funded grant period. Deep-rooted cultural changes, though slow to come about, begin with the gradual changes in attitude, perception, and understanding that will be reinforced through this project’s continuous education of the public, the media, and the target population of underage youth and their families over the course of the grant.

**Dissemination** - Describe how the project results will be shared.

The results of this project will be reviewed by the Community Coalition and disseminated in La Crosse County through direct mail, web access, and media coverage. Project reports will be presented at statewide conferences with targeted dissemination through meeting presentation and/or direct mailings to the Wisconsin Association of Local Boards of Health, Wisconsin Chiefs of Police Association and education associations.