



**Prevention Work Plan**

CONSEQUENCE

**Assessment Summary:**  
*Data collection and analyses reveal that alcohol use is the priority substance abuse issue in X community. Findings include:*

- 42% of high school youth reported current alcohol use (30 day).
- Less than 25% of high school youth report perceiving underage drinking to be harmful.
- One-third of alcohol retailers sell alcohol to youth under age 21.

**Problem Statement:** 40% of alcohol-related car crashes in community X involve a driver under age 21.

CONSUMPTION

**Target Population:**

- Direct Target: Youth, under age 21
- Indirect Target(s): Alcohol retailers

**Goal:** Decrease 30-day alcohol use among youth under age 21.

**Long-Term Impact/Outcome:** By June 30, 2015, 30-day alcohol use among youth under age 21 will decrease by 15% to an overall rate of 27%.

**Long-Term Outcome Indicators:**

- By June 30, 2013, 30-day alcohol use among youth under 21 will decrease by 5% to a rate of 37%.
- By June 30, 2014, 30-day alcohol use among youth under 21 will decrease by 10% to a rate of 32%.

VARIABLE

**Objective 1: Decrease retail access to alcohol for youth under age 21.**

**Intermediate Outcome:** By June 30, 2014 the non-compliance rate of retail alcohol outlets that sell alcohol to youth under 21 will decrease to 5%.

**Intermediate Outcome Indicators:**

- By June 30, 2012 the non-compliance rate of retail alcohol sales to youth will decrease to 15%.
- By June 30, 2013 the non-compliance rate of retail alcohol sales to youth will decrease to 10%.

**Strategy 1: Enforce laws prohibiting alcohol sales to minors.**

Key Tasks	Timeline	Responsible	Process Measures	Outputs	Immediate Outcomes
Secure agreement with local law enforcement			Percent of agreements secured per established timeline	Number of agencies under agreement	By [month/year] there will be an [%] increase in the knowledge and abilities of retail alcohol employees to refuse to sell alcohol to underage youth.
Recruit youth inspectors			Percent of needed youth recruited per established timeline	Number of youth recruited	
Train youth inspectors			Percent of youth trained per established timeline	Number of youth trained	
Develop inspection schedule			Percent of schedule completed per established timeline	Schedule and list of outlets; inspection assignments	
Conduct compliance checks			Percent of checks completed per established timeline	Compliance check records and data	
Produce media outputs			Percent of earned media outputs	List of new stories	

**Strategy 2: Conduct RBSS training for alcohol retailer clerks and managers.**

Key Tasks	Timeline	Responsible	Process Measures	Outputs	Immediate Outcomes
Identify priority outlets			Progress in identifying outlets per established timeline	List of prioritized outlets	By [month/year] there will be an [%] increase in the knowledge and abilities of alcohol servers to refuse to serve alcohol to underage youth.
Train RBSS trainers			Percent of trainers trained	Number of trainers trained	
Schedule RBSS trainings			Percent of training sites and dates scheduled per established timeline	Schedule of trainings	

Conduct RBSS trainings			Percent of trainings completed per established timeline	Number of trainings held; number of individuals trained	
Secure recurring RBSS training agreements/policies			Percent of RBSS policies/agreements per established timeline	Number and list of agreements/policies	

SAMPLE