

County of Kaua'i Strategic Underage Drinking Prevention Plan 2009-2011



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Executive Summary

1) A description of your county:

Self-proclaimed by many of its residents as “country,” Kaua'i has a slow, rural attitude and corresponding culture all its own. The smallest of the four major Hawaiian islands, Kaua'i is rife with residents of resolute individualism united in local pride. Once united before statehood against being conquered by King Kamehameha, Kauaians spoke a distinct dialect of the Hawaiian language.

Many locals today on Kaua'i can trace a heritage to plantation immigrants. One major coastal highway exists (and it only connects roughly 75 percent of the island) making for a bucolic, rugged and pristine island of towns, no larger than 10,000 residents -- and proud of it.

More generally speaking, the unique quality of Kaua'i and its people means equally unique are the challenges to those charged with the task of serving Kaua'i's residents -- namely parents, educators and those in the prevention, treatment and integration areas of work.

At a time when budgets are being cut to the bone, and when Furlough Fridays -- which have left Hawai'i with the shortest school calendar in the nation, are a reality – parents are scrambling to secure child care or forced to take vacation days to stay home with children²². In addition, Kaua'i's unemployment rate is holding at a steady 10 percent,²³ meaning the majority of Kaua'i youths have more idle time than skill-building programs. There is a need therefore on our island more now than ever to offer whatever we can to level the playing field for our youth.

Among Kauai's challenges of ensuring healthy futures for its youth is addressing the following alcohol-related problems (the CAC-identified “ABCs” of the island's underage drinking prevention):

Youths ages 12-17 have easy **A**ccess to alcohol and **B**ehaviors and **C**hoices made by youth and adults that stem from social and parental norms favorable to drinking alcohol. Compared with the rest of Hawai'i's counties, Kaua'i has the highest per capita percentage of 12-17 year olds within its population – 8.7 percent.²⁴

²² Mary Forsino, “Hawaii furlough spins off protests, replacement classes for some kids Frustrated parent says 'This should have never been an option,’” Honolulu Advertiser, 24 Oct. 2009: <http://www.honoluluadvertiser.com/article/20091024/NEWS01/910240337/Hawaii+furlough+spins+off+protests++replacement+classes+for+some+kids>.”>

²³ Coco Zickos, “Unemployment Holds Steady,” Garden Island News, 20 Sept. 2009: http://kauaiworld.com/articles/2009/09/20/business/kauai_business/doc4ab5e24d1437b018771604.txt#>.”

²⁴ United States, Substance Abuse and Mental Health Administration, National Outcome Measures and State Data County-level Map for Kaua'i At Risk Population, ages 12-17, 2006, < http://www.nationaloutcomemeasures.samhsa.gov/StateData/Pre_AtRisk.aspx?menuID=3&Yr=2006&font= > as compiled from National Center for Health Statistics, Estimates of the July 1, 2000–July 1, 2006, United States resident population from the Vintage 2006 postcensal series by year, county, age, sex, race, and Hispanic origin, prepared under a collaborative arrangement with the U.S. Census Bureau. August 16, 2007.

Kaua'i is ripe for change when it comes to underage drinking prevention methodology. Though data show Kaua'i youths are more anti-alcohol savvy than in years past and have a high perception of risk related to underage drinking, they still drink, demonstrating they're "OK" with minors consuming alcohol²⁵.

Further, despite a near-consensus that peer pressure is one of the main contributors to underage drinking, Kaua'i data show the "I drink because friends are doing it" mentality doesn't hold true for the majority of our minors – many drink out of a personal choice to do so and don't acknowledge peer pressure as a contributing factor.

Epidemiological findings from the Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework – State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) show that despite nearly 1/3 of youths ages 12-17 reporting binge drinking within the past 30 days, those who drink consider it their own personal choice -- only 30 percent of Kaua'i's youths feel there is social pressure to drink alcohol. However, perhaps not surprisingly, more adults than youths (nearly half of the adults surveyed) believe peer pressure is a contributing factor to underage drinking on our island. The residents of this island are therefore also presented with the challenge of closing the gap between the adult perception of Kaua'i youth's alcohol use and abuse and the reality that alcohol accessibility and pro-alcohol attitudes prevail within the youth—and adult--sphere.

While the more universal, obvious consequences of underage drinking aren't unique to Kaua'i, (eg. drinking-related injuries or deaths) Kaua'i County hasn't been immune to underage drinking-related tragedy. In March of this year, the island lost a high school senior who had been in a drinking and driving-related vehicular crash²⁶. Perhaps to even further demonstrate how commonplace alcohol is ingrained in youth culture is that there were unopened beer bottles at his memorial site, set there by underage friends paying homage to his memory though adults and those grieving over the loss saw it as a sign of disrespect²⁷.

In May of this year, four 15-year-olds from Kapa'a were injured following their involvement in a drinking and driving accident near the Aloha Beach Resort Kaua'i in Wailua. One female was hospitalized after being flown to Honolulu -- the vehicle's entire passenger side was wiped out by a coconut tree when the 15-year-old driver – who was intoxicated -- lost control of the vehicle²⁸.

The unlicensed driver was cited for operating a motor vehicle while under the influence of an intoxicant, but not for driving without a driver's license. According to a County press release, alcohol was suspected to have been the contributing cause of the accident.

²⁵ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors Among Youth (Spring, 2007; Revised March 2008, May 2009) .

²⁶ Paul Curtis, "Underage Drinking, Who's to Blame?" The Garden Island News, May 21, 2009: <
http://www.kauaiworld.com/articles/2009/05/21/news/kauai_news/doc4a1513421e891191706914.txt>

²⁷ Ibid.

²⁸ Ibid.

In addition, as of November 4, 2009, of the eight fatal vehicular accidents on Kaua'i this year, five involved alcohol, according to the Kaua'i Police Department²⁹.

These data demonstrate Kaua'i is faced with the challenge of trying to ensure the aforementioned tragedies don't become merely after-the-fact cautionary tales by working to prevent underage drinking on this island.

In order to accomplish this, Kaua'i County needs help. Though Kaua'i County has fewer inhabitants than the other major Hawaiian counties, fewer inhabitants and less tax income means fewer resources and smaller infrastructure to help support, engage and protect the 8.7 percent of our population that needs preventative attention: 12-17 year olds³⁰.

2) A description of the burden and consequences of underage drinking in your county (cite data sources):

Kaua'i's burden and consequences regarding underage drinking are illustrated below in the following five areas: Enforcement, Retail Access/Availability, Social Access/availability, and Promotion:

- a) **Enforcement:** While we have clear laws regarding alcohol, youths still have access to it. The number of alcohol-related arrests for youth 12-17 years old increased from 16 in 2005 to 20 in 2006 and 2007; it then increased again to 27 in 2008. The most arrests were seen in 2008 for 15 year olds³¹. In addition, to date, our Kaua'i Police Department records state Kaua'i has had 15 under age drunk driving (OVUII) arrests since January 1, 2009 and two underage driving arrests in which the drivers were under the influence of a measurable amount of alcohol. Undercover alcohol compliance checks conducted with the Kaua'i Police Department and Liquor Control showed the following regarding alcohol sold to minors, demonstrating more than 100 percent increase in failure rate since April 7, 2006³².

- b) **Retail access/availability:** Access and availability to alcohol are high on Kaua'i. Alcohol access in general to alcohol is easy and commonplace, as indicated by the annual gross liquor sales on-island over the past several years, which has been steadily growing in excess of \$70 million³³.

²⁹ Kaua'i Police Department Acting Captain Mark Scribner, 4 Nov. 2009.

³⁰ United States, Substance Abuse and Mental Health Administration, National Outcome Measures and State Data County-level Map for Kaua'i At Risk Population, ages 12-17, 2006, <
http://www.nationaloutcomemeasures.samhsa.gov/StateData/Pre_AtRisk.aspx?menuID=3&Yr=2006&font= > as compiled from National Center for Health Statistics, Estimates of the July 1, 2000–July 1, 2006, United States resident population from the Vintage 2006 postcensal series by year, county, age, sex, race, and Hispanic origin, prepared under a collaborative arrangement with the U.S. Census Bureau. August 16, 2007.

³¹ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 25, fig. 23.

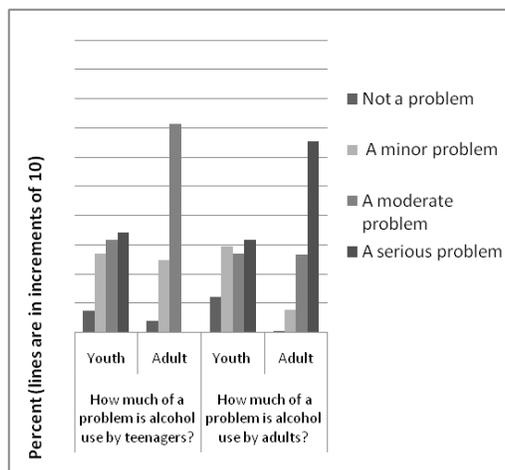
³² County of Kaua'i, Department of Liquor Control, Liquor Commission Compliance Checks, July 12, 2007; September 13, 2008 and December 13, 2008.

³³ County of Kaua'i, Department of Liquor Control, Annual Gross Liquor Sales/Licensing Records, October 14, 2009.

- c) **Social access/availability:** As illustrated in the Strategic Prevention Framework – State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009; 32, fig. 37) 82 percent of Kaua'i intermediate and high school students who use alcohol get alcohol from friends, with 40 percent of all 6th-12th graders reporting they have been offered alcohol from friends³⁴:

- d) **Promotion:** Mayor Bernard Carvalho, Jr., fully supports the prevention of underage drinking in the County of Kauai by refusing authorization of sign permits for signage containing alcohol-related logos. Such signage lacks permitting data/statistics, as they are not authorized to be displayed on County property. However, residents and business owners still hang alcohol-sponsored banners promoting happy hours and events around the island, including parks where youths play sports, as well as on land that isn't County-designated. Signs such as Heineken's "Go Green, Hawaii" are taken down by building permitting enforcement frequently³⁵.

- e) **Perceived Risk:** As found in the Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors Among Youth (Spring, 2007; Revised March 2008, May 2009) only 33 percent of youths believe alcohol use by teenagers is a problem, compared with 71 percent of adults;³⁶ remarkably, zero percent of adults reported teenage alcohol use as being a serious problem, compared with 35 percent of youth who believed this, demonstrating an underestimation of the risk of underage drinking on Kaua'i:(see figure).



³⁴ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 16, fig. 11.

³⁵ Building permitting inspector interview, October 12, 2009.

³⁶ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 32, fig. 37.

3) A description of the HI-SPF Project (make mention of funding source: Substance Abuse and Mental Health Services Administration-Center for Substance Abuse Prevention):

The Hawai'i Strategic Prevention Framework State Incentive Grant is a project funded through a cooperative agreement with the Center for Substance Abuse Prevention (CSAP) of the Substance Abuse and Mental Health Administration (SAMHSA).

The overall goal of the SPF is to reduce and prevent underage alcohol consumption for youth 12-17 years old. In 2006, Hawai'i was one of several states to receive a SPF State Incentive Grant (SPF SIG) grant from CSAP. To achieve SPF-SIG goals the HI SPF works with counties (sub-recipients) to deliver and sustain effective substance abuse prevention. Counties, including Kaua'i, collaborate and/or work with programs (new and/or established) to accomplish the goals of the HI SPF by following the 5-step SPF SIG process of:

- 1.) Assessment
- 2.) Capacity
- 3.) Planning
- 4.) Implementation
- 5.) Evaluation

The project is part of SAMHSA's infrastructure grant programs to be used in Kaua'i County to support a solid foundation for delivering and sustaining an effective method for:

- 1.) Preventing the onset, reduction and progression of alcohol use by children and teens ages 12-17
- 2.) Reducing underage drinking and alcohol abuse-related problems in our community, and
- 3.) Building prevention-capacity and infrastructure in Kaua'i pertaining to underage drinking.

4) A description of the relationship between your county and the state HI-SPF project:

Kaua'i County is a sub-recipient of the HI SPF project under the Center for Substance Abuse Prevention (CSAP). In compliance with the HI SPF plan, Kaua'i County (like other Hawai'i Counties involved in the HI SPF) is working to execute a data-driven plan that utilizes evidence-based practices and programs to attain the HI SPF goal of reducing and preventing underage alcohol consumption for youth 12-17 years old.

The Kaua'i County-level plan has been developed with the guidance of the County Advisory Committee (CAC) to the SPF-SIG which will direct and oversee the Underage Drinking Prevention Plan's implementation.

The CAC is comprised of community stakeholders from relevant agencies and with connections to entities that can help attain the SPF SIG goal of preventing underage drinking on Kaua'i for those ages 12-17.

5) A description of why your county is involved in this project:

Kaua'i County is involved in the HI SPF-SIG project to address its problem of underage drinking between 12 and 17 year olds. Kaua'i County has had an increase in youth alcohol-related arrests from 16 in 2005 to 20 in 2006 and 27 in 2008, the latter of which was made up mostly by 15-year-olds.³⁷

Kaua'i County also has the highest amount of alcohol-dependant and alcohol-abusing 8th graders in the state³⁸. In addition, of the 32 percent of Kaua'i's high school seniors who reported dependence upon and abuse of alcohol,³⁹ Kaua'i had higher incidences of male alcohol abuse and female alcohol dependency among intermediate and high school student users than statewide.

National Outcome Measures⁴⁰ demonstrate Kaua'i has the highest percentage of 12-17-year olds when compared to its population. With so many of this at-risk age group on-island and a fewer proportion of adults to support this large demographic, Kaua'i County continues to be in need of funding to support prevention strategies toward underage alcohol consumption within the 12-17 age group.

The County Advisory Council to the SPF SIG and Prevention Committee acknowledge that for effective underage drinking prevention, Kaua'i needs to also look to targeting those under 12 years old, as the average age of first use of alcohol on Kaua'i by male children is 11, and for female children, 13.⁴¹

In addition, our data also tell us Kaua'i's 6th graders find it nearly twice as easy as the rest of the state's 6th graders when it comes to gaining access to alcohol.⁴² Kaua'i's older

³⁷ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 25, fig. 23.

³⁸ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 14, fig. 8.

³⁹ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 14, fig. 8.

⁴⁰ United States, Substance Abuse and Mental Health Administration, National Outcome Measures and State Data County-level Map for Kaua'i At Risk Population, ages 12-17, 2006, < http://www.nationaloutcomemeasures.samhsa.gov/StateData/Pre_AtRisk.aspx?menuID=3&Yr=2006&font= > as compiled from National Center for Health Statistics, Estimates of the July 1, 2000–July 1, 2006, United States resident population from the Vintage 2006 postcensal series by year, county, age, sex, race, and Hispanic origin, prepared under a collaborative arrangement with the U.S. Census Bureau. August 16, 2007.

⁴¹ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 26, fig. 26.

⁴² Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 15, fig. 10.

youths, 32.4 percent of its 17-year-olds, also beat the state (29 percent) when it comes to successfully acquiring alcohol⁴³.

Finally, between August 2000 and November 2008, there was one DUI-related arrest of a 14-year-old, compared with 37 DUI-related arrests of 17-year-olds⁴⁴.

In light of these and other facts, Kaua'i is in need of funding and utilizing an effective plan in order to sustain underage drinking prevention for years to come.

Though key stakeholders within the Kaua'i Community have already come together to make improvements in combating underage drinking and have worked to stigmatize the idea of underage drinking and thereby make it less socially accepted on Kaua'i, there is much work still to be done, as demonstrated in the epidemiological data on behaviors of youth for our county state parents were ranked as the highest source of alcohol, followed by other relatives, other people, friends and siblings⁴⁵.

Kaua'i youths have reported one of the easiest ways for them to access alcohol is from their peers (40 percent of Kaua'i's 6th-12th graders reported they've been offered alcohol by friends),⁴⁶ Kaua'i is in need of addressing these areas in order to prevent a further trend toward increased youth alcohol use.

6) A description of how your County Underage Drinking Plan relates to the State Underage Drinking Plan (include the overall HI-SPF goal; the reduction and prevention of underage alcohol consumption for those 12-17):

As the overall goal of the HI SPF SIG is to reduce and prevent underage alcohol consumption for youth 12-17 years old so does the Kaua'i County's Advisory Council aim help prevent underage drinking for youths ages 12-17 by affecting behavior, choice and access to alcohol.

Given that Kaua'i is most proportionately populated with that target demographic than any other county in the state⁴⁷, there must be inclusion and funding of Kaua'i County at the highest priority level in order for the HI SPF SIG goal to be effective.

⁴³ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 15, fig. 10.

⁴⁴ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 28, fig. 29.

⁴⁵ Substance Abuse and Mental Health Services Administration—Center for Substance Prevention: Strategic Prevention Framework—State Incentive Grant Epidemiological Team, County of Kauai: Epidemiological Profile of Alcohol-Related Behaviors Among Youth (Spring, 2007; Revised March 2008, May 2009) 17, fig. 12.

⁴⁶ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 216, fig. 11.

⁴⁷ http://www.nationaloutcomemeasures.samhsa.gov/StateData/Pre_AtRisk.aspx?menuID=3&Yr=2006&font

In addition, while the procurement process by individual Hawai'i counties is competitive, collaboration also is crucial.

At a September 28, 2009 "Using What Works" training, SPF SIG specialists, SACs and project directors discussed how the state and its counties and corresponding residents would benefit from collaborating on an environmental strategy, namely, the evidence-based program Communities Mobilizing for Change on Alcohol (CMCA) as a statewide movement.

Such collaboration could prove to be especially HI SPF SIG-goal savvy when it comes to nailing down the counties' common underage-drinking prevention goals while allowing separate, community-oriented organization to truly affect a statewide, visible change. Together as counties, collaborating in this area to address the common, overarching goal of eliminating illegal alcohol sales to minors, obstructing the provision of alcohol to youth, and ultimately reducing alcohol use by teens in the state of Hawai'i could thereby be more comprehensive and more easily facilitated and tracked by the state in future years.

7) A description of the lead organization (usually the organization where the CAC chair is from):

Kaua'i County is the lead organization related to the SPF-SIG project, through its Anti-Drug Program office.

In February 2003, the Kaua'i County Council unanimously passed resolution No. 2003 14, supporting the late former Mayor Bryan Baptiste's community-based efforts to deal with the island-wide drug problem, and shortly thereafter created an Anti-Drug Program under the Mayor's Office. Subsequently the County hired its first Anti-Drug Coordinator, Roy Nishida. Five Drug Summits were held in May of that year, in which 425 people participated, including 370 youth. Anti-Drug Coordinator Theresa Koki, now the CAC chair, was hired into the position in January 2006.

The Anti-Drug Coordinator position directs the focus on Kaua'i's need to educate the community, coordinate resources, secure funding and oversee the development of an island-wide anti-drug plan.

The County of Kaua'i Anti-Drug Program brings together community resources and service providers in the areas of drug prevention, enforcement, treatment, and community integration. Many government agencies, as well as dedicated nonprofit and faith-based organizations have been collaborating and working diligently to try and stem the negative effects of drugs on our island. The Anti-Drug Program supports ventures that help to combat and prevent substance abuse, build stronger families, and foster a healthier Kaua'i community.

8) A description of your CAC:

The Kaua'i County Advisory Council to the SPF SIG project is chaired by the Anti-Drug Coordinator and co-chaired by the SPF SIG Project Specialist. The CAC's composition includes those with ties to agencies in areas that can help fulfill the SPF SIG goal of preventing underage drinking for those ages 12-17 years old on Kaua'i. They include

members of law enforcement, Department of Liquor control, Department of Health, Department of Education, Public Housing, Judiciary, Human Service Agencies, Native Hawaiian Associations, Community Coalitions, non for profits, faith based organizations, and the community.

9) A statement of your CAC’s vision:

The overall vision of the Kaua’i County Advisory Council is based upon the following, related to the “ABCs” of the underage drinking problem on Kaua’i: Access to alcohol, participation in antisocial Behaviors and, along with the community at large, a culture rife with pro-alcohol Choices.

- 1.) Prevalent **Access** to alcohol:, including commercial vendors selling to minors, and lack of community knowledge about the availability of alcohol and the consequences of underage drinking.
- 2.) **Behaviors** that are favorable to alcohol use, including adults providing alcohol to youth.
- 3.) Lack of community focus and cohesive, comprehensive island-wide availability of prevention education on the basic principles needed to support residents in resisting poor, alcohol-related **Choices**.

The CAC vision to address the aforementioned “ABC”s at the heart of Kaua’i’s underage drinking problem parallels the county’s five-year vision for substance abuse prevention as published in the Response Plan 2008-2013. The CAC vision is to:

Engage & empower youth to make the choice to be alcohol free.

Mission: Collaboratively develop effective programs that build strong family structures to improve the quality of life for our island people by reducing and preventing underage alcohol consumption.

10)A brief description of the evidence-based strategy(ies) selected for your county and how and why they were selected:

As our data show, Kaua’i youths consistently gain access to alcohol from friends and families, and vendors consistently sell liquor to minors⁴⁸. The CAC has identified limiting access to alcohol by youth with the strategy of organizing efforts to eliminate illegal alcohol sales to minors and change behaviors and choices in adolescents and adults to ultimately reduce alcohol use by those ages 12-17.

Evidence-based programs and environmental strategies such as those outlined by Communities Mobilizing for Change seamlessly fit into the goals identified by the CAC to address Kaua’i’s needs using the theory that, with the CMCA methodology to implement change, Kaua’i would both limit youths’ access to alcohol and be better able to communicate a clear message to the community that underage drinking is inappropriate and unacceptable. Programs like AlcoholEdu for High Schools seemed to fit the CAC

goals because of its proven outcomes, including the simple fact that students completing the course were less likely to consume alcohol when compared with those who hadn't⁴⁹. Programs such as LifeSkills were suggested because the findings demonstrated a significant decrease in alcohol abuse (drunkenness), and polydrug use (concurrent tobacco, alcohol, and marijuana use) at follow-up for the two groups of middle school students who received LST (all p values < .05⁵⁰).

11) A brief description of the evidence-based programs selected for your county (if any have been selected):

After reviewing the Epidemiological Profile of Alcohol Related Behaviors Among Youth (Revised May 2009) and the Infrastructure and Capacity Assessment for the County of Kaua'i, among other resources in regard to underage drinking, the CAC agreed evidence-based programs including those that are culturally-salient and offer mentoring, team building, communication and confidence-building life skills, as well as programs similar to the following, evidence-based practices, would help address the goal of limiting youth access to alcohol, and affecting behavior and choice among youths when it comes to drinking:

Alcohol Edu for High Schools:

The three lessons address alcohol's effects on the body and impairments produced at various blood alcohol concentrations; alcohol's effects on the mind, including brain development, blackouts, hangovers, and risk taking; and factors that influence decisions about drinking and strategies for making healthy choices. Brief lecture formats present current research, and interactive exercises personalize and reinforce the information. The course, which requires minimal teacher involvement, may be assigned as an outside project or completed in a school's computer lab⁵¹.

LifeSkills Training (LST):

Though our Central District is working on instituting the Botvin LifeSkills program at Middle and High School levels, programs similar to LifeSkills would help address Kaua'i's CAC-identified needs. In addition, it meets the CAC's aim as it is preventative for those aged 12, as previously mentioned that the first use of alcohol on Kaua'i for males is 11 years old⁵². LifeSkills Training (LST) is a school-based program that aims to prevent alcohol, tobacco, and marijuana use and violence by targeting the major social and psychological factors that promote the initiation of substance use and other risky behaviors. LST is

⁴⁹ Abuse and Mental Health Services Administration National Registry of Evidence-Based Programs and Practices, AlcoholEdu for High School, May, 2008, 01 October, 2009 < <http://www.nrepp.samhsa.gov/> >

⁵⁰ Abuse and Mental Health Services Administration National Registry of Evidence-Based Programs and Practices, AlcoholEdu for High School, May, 2008, 01 October, 2009 < <http://www.nrepp.samhsa.gov/> >

⁵¹ Abuse and Mental Health Services Administration National Registry of Evidence-Based Programs and Practices, AlcoholEdu for High School, May, 2008, 01 October, 2009 < http://www.nrepp.samhsa.gov/programfulldetails.asp?PROGRAM_ID=153>

⁵² Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 26, fig. 26.

based on both the social influence and competence enhancement models of prevention. Consistent with this theoretical framework, LST addresses multiple risk and protective factors and teaches personal and social skills that build resilience and help youth navigate developmental tasks, including the skills necessary to understand and resist pro-drug influences. LST is designed to provide information relevant to the important life transitions that adolescents and young teens face, using culturally sensitive and developmentally and age-appropriate language and content. Facilitated discussion, structured small group activities, and role-playing scenarios are used to stimulate participation and promote the acquisition of skills. Separate LST programs are offered for elementary school (grades 3-6), middle school (grades 6-9), and high school (grades 9-12); the research studies and outcomes reviewed for this summary involved middle school students⁵³.

Project Alert:

Though Project alert is already in practice on Kaua'i -- Boys & Girls Club implemented it in Kapa'a, Līhu'e and Waimea and funded it with ADAD funds – The need to allow other service providers who could benefit from this evidence-based program or contracting a program similar to PROJECT Alert would help sustain the underage alcohol problem on Kaua'i.

Project ALERT is a school-based prevention program for middle or junior high school students that focuses on alcohol, tobacco, and marijuana use. The project seeks to prevent adolescent nonusers from experimenting with these drugs, and to prevent youths who are already experimenting from becoming more regular users or abusers. Based on the social influence model of prevention, the program is designed to help motivate young people to avoid using drugs and to teach them the skills they need to understand and resist pro-drug social influences. The curriculum is comprised of 11 lessons in the first year and 3 lessons in the second year. Lessons involve small-group activities, question-and-answer sessions, role-playing, and the rehearsal of new skills to stimulate students' interest and participation. The content focuses on helping students understand the consequences of drug use, recognize the benefits of nonuse, build norms against use, and identify and resist pro-drug pressures. For alcohol use, Project ALERT initially produced only modest, short-lived reductions. However, the revised Project ALERT, which incorporated additional material on alcohol, reduced the likelihood of alcohol use by 24 percent. Participants in the revised Project ALERT schools were also less likely to suffer alcohol-related consequences such as fighting and getting in trouble at home or school because of drinking ($p < .05$). These effects continued into the 8th grade⁵⁴.

Project Success:

Project SUCCESS was first implemented in 1995 and is currently being used in schools in 25 States. Many States have submitted final reports of results to the U.S. Department of Education under the Grants To Reduce Alcohol Abuse program. Approximately 13 studies

⁵³ Substance Abuse and Mental Health Services Administration National Registry of Evidence-Based Programs and Practices, LifeSkills Training, September, 2008, 01 October, 2009 < http://www.nrepp.samhsa.gov/programfulldetails.asp?PROGRAM_ID=109>

⁵⁴ Abuse and Mental Health Services Administration National Registry of Evidence-Based Programs and Practices, Project Alert, December, 2006, 01 October, 2009 < http://www.nrepp.samhsa.gov/programfulldetails.asp?PROGRAM_ID=109>

have been conducted, and the developer estimates that thousands of students have participated in the program. At follow-up in the second year of the alternative second-year students, among Project SUCCESS students who reported using ATOD at pretest, 33.3 percent reportedly stopped using alcohol, 45.0 percent reportedly stopped using marijuana, and 22.9 percent reportedly stopped using tobacco (all p values < .05)⁵⁵.

Guiding Good Choices:

Guiding Good Choices (GGC) is a drug use prevention program that provides parents of children in grades 4 through 8 (9 to 14 years old) with the knowledge and skills needed to guide their children through early adolescence. Because family norms on Kaua'i include parental attitudes favorable toward drinking, the CAC identified this or a program similar to helping meet its aim of reducing youths ages 12-17 access to alcohol as well as help affect youths' behavior and choice regarding alcohol. According to the National Registry of Evidence-based Programs and Practices, Guiding Good Choices curriculum seeks to strengthen and clarify family expectations for behavior, enhance the conditions that promote bonding within the family, and teach skills that allow children to resist drug use successfully. GGC is based on research that shows that consistent, positive parental involvement is important to helping children resist substance use and other antisocial behaviors. Formerly known as Preparing for the Drug Free Years, this program was revised in 2003 with more family activities and exercises. The current intervention is a five-session curriculum that addresses preventing substance abuse in the family, setting clear family expectations regarding drugs and alcohol, avoiding trouble, managing family conflict, and strengthening family bonds. Sessions are interactive and skill based, with opportunities for parents to practice new skills and receive feedback, and use video-based vignettes to demonstrate parenting skills. Families also receive a Family Guide containing family activities, discussion topics, skill-building exercises, and information on positive parenting.⁵⁶

Presently, there is one facilitator of this program on Kaua'i.

Positive Action:

In one study, students from intervention schools were 30 percent less likely to have used alcohol, 78 percent less likely to have been drunk, and 100 percent less likely to have tried an illegal drug than students enrolled in primary schools without the intervention⁵⁷. AluLike, Inc. already uses Positive Action, however programs similar to it would meet the CAC-identified need to prevent alcohol access to those ages 12-17, AluLike, Inc.

In addition, the CAC agreed upon selecting environmental strategies that could help support efforts against underage drinking, including but not limited to those that might help create accountability for providing alcohol to minors through new ordinance(s); increase community awareness through media, local youth campaigns and involve the community

⁵⁵ Abuse and Mental Health Services Administration National Registry of Evidence-Based Programs and Practices, Project Success, November, 2007, 01 October, 2009 <http://www.nrepp.samhsa.gov/programfulldetails.asp?PROGRAM_ID=199>

⁵⁶ Abuse and Mental Health Services Administration National Registry of Evidence-Based Programs and Practices, Guiding Good Choices, April 2007, 01 October, 2009 <http://www.nrepp.samhsa.gov/programfulldetails.asp?PROGRAM_ID=109>

⁵⁷ Abuse and Mental Health Services Administration National Registry of Evidence-Based Programs and Practices, Positive Action, December 2006, 01 October, 2009 <http://www.nrepp.samhsa.gov/programfulldetails.asp?PROGRAM_ID=110>

and youth leaders in efforts to strengthen families and encourage an alcohol-free life for adolescents. Other environmental strategies would also help affect Kauai's ABCs of underage drinking (underlying factors at the heart of its prevention challenges): **A**ccess, **B**ehavior and **C**hoices regarding alcohol:

Community Trials Intervention to Reduce High-Risk Drinking:

Community Trials Intervention to Reduce High-Risk Drinking is a multi-component, community-based program developed to alter the alcohol use patterns and related problems of people of all ages. The program incorporates a set of environmental interventions that assist communities in (1) using zoning and municipal regulations to restrict alcohol access through alcohol outlet density control; (2) enhancing responsible beverage service by training, testing, and assisting beverage servers and retailers in the development of policies and procedures to reduce intoxication and driving after drinking; (3) increasing law enforcement and sobriety checkpoints to raise actual and perceived risk of arrest for driving after drinking; (4) reducing youth access to alcohol by training alcohol retailers to avoid selling to minors and those who provide alcohol to minors; and (5) forming the coalitions needed to implement and support the interventions that address each of these prevention components. The program aims to help communities reduce alcohol-related accidents and incidents of violence and the injuries that result from them. The program typically is implemented over several years, gradually phasing in various environmental strategies; however, the period of implementation may vary depending on local conditions and goals⁵⁸.

Communities Mobilizing for Change on Alcohol:

An environmental strategy, the CAC identified CMCA or any program similar to it as seamlessly adhering to its underage drinking prevention goals. Communities Mobilizing for Change on Alcohol (CMCA) is a community-organizing program designed to reduce teens' (13 to 20 years of age) access to alcohol by changing community policies and practices. CMCA seeks both to limit youths' access to alcohol and to communicate a clear message to the community that underage drinking is inappropriate and unacceptable. It employs a range of social-organizing techniques to address legal, institutional, social, and health issues related to underage drinking. The goals of these organizing efforts are to eliminate illegal alcohol sales to minors, obstruct the provision of alcohol to youth, and ultimately reduce alcohol use by teens. The program involves community members in seeking and achieving changes in local public policies and the practices of community institutions that can affect youths' access to alcohol. CMCA is based on established research that has demonstrated the importance of the social and policy environment in facilitating or impeding drinking among youth. CMCA community-organizing methods draw on a range of traditions in organizing efforts to deal with the social and health consequences of alcohol consumption⁵⁹.

⁵⁸ Abuse and Mental Health Services Administration National Registry of Evidence-Based Programs and Practices, Community Trials Intervention to Reduce High-Risk Drinking, February 2008, 01 October, 2009 <http://www.nrepp.samhsa.gov/programfulldetails.asp?PROGRAM_ID=161>

⁵⁹ Abuse and Mental Health Services Administration National Registry of Evidence-Based Programs and Practices, Communities Mobilizing for Change on Alcohol, April 2007, 01 October, 2009 <http://www.nrepp.samhsa.gov/programfulldetails.asp?PROGRAM_ID=116>

12) A brief description of why the services are needed (include only if a response was provided to #11, if not, skip to #17):

Presently, many on-island prevention programs and services are relying on private foundations, corporate support and a very limited number of state grants-in-aid. The County provides a small budget for the Anti-Drug Coordinator's operations. New and ongoing sources of support to combat the underage drinking problem on Kaua'i are urgently needed.

In addition to the findings from the Epidemiological Profile of Alcohol Related Behaviors Among Youth and the Infrastructure and Capacity Assessment for the County of Kaua'i, namely that the age of first use of alcohol on Kaua'i by male children is 11, and for female children, 13;⁶⁰ that Kaua'i's 6th graders find it nearly twice as easy as the rest of the state's 6th graders when it comes to having the ability to purchase alcohol by current users in intermediate and high schools;⁶¹ that 32.4 percent of our 17-year-olds "drink",⁶² and that 40 percent of Kaua'i's 6th-12th graders reported they've been offered alcohol by friends,⁶³ Kaua'i also has additional risk factors that place it in dire need for preventative, sustainable anti-underage drinking measures to be put in place.

Implementing programs such as Communities Mobilizing for Change on Alcohol that aim to limit alcohol access to older adolescents will help prevent younger teens from gaining access to alcohol.

In addition, since Kaua'i County has already seen an increase in youth alcohol-related arrests from 16 in 2005 to 20 in 2006 and 27 in 2008, the latter of which was made up mostly by 15-year-olds,⁶⁴ the CAC identified evidence-based programs and environmental strategies such as Community Trials Intervention To Reduce High-Risk Drinking in part because it would restrict alcohol access through alcohol outlet density control and increase law enforcement and sobriety checkpoints to raise actual and perceived risk of arrest for driving after drinking.⁶⁵

⁶⁰ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 26, fig. 26.

⁶¹ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 15, fig. 10.

⁶² Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 15, fig. 10.

⁶³ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 216, fig. 11.

⁶⁴ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 25, fig. 23.

⁶⁵ Substance Abuse and Mental Health Services Administration National Registry of Evidence-Based Programs and Practices, February, 2008, 29 September, 2009 http://www.nrepp.samhsa.gov/programfulldetails.asp?PROGRAM_ID=161.

13) A brief description of the geographical areas that will be served (be as geographically specific as possible):

The SPF SIG Project Prevention Plan divides the county into three areas, coinciding with school district complexes: West Kaua'i (Kekaha, Waimea, Makaweli, Kaumakani, Hanapēpē, 'Ele'ele, and Kalāheo), Central Kaua'i, (Koloa, Lawai, Po'ipu, Puhi, Lihu'e and Hanama'ulu), and East Kaua'i (Wailua, Kapa'a, Kealia, Anahola, Moloa'a, Kilauea, Princeville, Hanalei and Ha'ena). Goals are targeted to the specific risk and protective factors identified in each district.

West Kaua'i underage alcohol prevention priorities include:

- Goal 1: Provide programs that have been proven to be effective in helping youths be alcohol-free.
- Goal 2: Offer school-based, after-school, intersession, weekend, or summer activities that encourage an alcohol-free life for youth.
- Goal 3: Involve the community in efforts to strengthen families and encourage an alcohol-free life for adolescents.

Kaua'i Central's district underage prevention priorities include:

- Goal 1: Provide programs that have been proven to be effective in helping children be alcohol-free.
- Goal 2: Offer school-based after-school, intersession, weekend, or summer activities that encourage an alcohol-free life for youth.
- Goal 3: Build and maintain a strong central district underage alcohol prevention team of stakeholders for the effective implementation and coordination of prevention activities.

East Kaua'i underage drinking prevention priorities include:

- Goal 1: Provide programs that have been proven to be effective in helping children to be alcohol-free.
- Goal 2: Offer school-based, after-school, intersession, weekend, or summer activities that encourage an alcohol-free life for youth.

14) A description of the population to be served:

The goal is to serve Kaua'i's 12-17 year olds and subsequent support to their parents, families and the community to offer a range of support and skill-building activities so this age group makes the choice to be alcohol-free. In addition, the target population will include communities and youth under 21 who are willing to be trained to function in the capacity of peer leaders and community advocates for changing attitudes regarding underage drinking and the accessibility of alcohol to minors.

15) How the population to be served was selected:

The population to be served was selected as inclusive of all of Kauai's 12-17 year olds, the population to be served was determined after needs were assessed within this demographic, namely:

- 1.) Kauai's adolescent population reporting 41 percent lack close, familial ties⁶⁶
- 2.) Thirty nine percent of Kauai's adolescents reporting poor or lack of parental supervision⁶⁷ and
- 3.) Forty six percent of Kauai's youths reporting exposure to family alcohol, tobacco and other drugs.⁶⁸

In addition, the population to be served was based on findings in the Epidemiological Profile of Alcohol Related Behaviors Among Youth for Kauai show 72.8 percent of Kauai County adolescent males and 64.7 percent of Kauai County adolescent females drink regularly; with 40 percent and 36 percent reporting having been drunk at school, respectively⁶⁹.

Further, nearly twice as many 8th graders were dependent upon or abused alcohol in Kauai County (roughly 26 percent) than those surveyed statewide (roughly 15 percent)⁷⁰

16) A statement of the goals and outcomes to be achieved:

Relevant findings from the epidemiological data profile⁷¹ reviews by the CAC included that alcohol use among teens have been increasing over the past several years, and that the age of first use of alcohol by males (11 years old) was lower than the state average. Most youth who reported they used alcohol within the past month obtained it from friends, siblings and parents. After reviewing data from the county's epidemiological profile, gathering reports from enforcement and prevention experts and reviewing input from the Kauai County Ka Leo O Na Keiki study, the CAC identified three main issues island-wide all related to Kauai County's underage drinking use: **Access**, **Behavior** and **Choice** regarding alcohol (the ABCs at the heart of Kauai's underage drinking problem).

⁶⁶ Pearson, Renee Storm, PhD, Hawai'i Department of Health, Alcohol and Drug Abuse Division, Ka Leo O Na Keiki: The 2003 Hawai'i Student Alcohol, Tobacco and Other Drug Use Study 1987-2003, Hawai'i Adolescent Prevention and Treatment Needs Assessment, 2004.

⁶⁷ Pearson, Renee Storm, PhD, Hawai'i Department of Health, Alcohol and Drug Abuse Division, Ka Leo O Na Keiki: The 2003 Hawai'i Student Alcohol, Tobacco and Other Drug Use Study 1987-2003, Hawai'i Adolescent Prevention and Treatment Needs Assessment, 2004.

⁶⁸ Ibid.

⁶⁹ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kauai: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 13, fig. 6.

⁷⁰ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kauai: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 14, fig. 9

⁷¹ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kauai: Epidemiological Profile of Alcohol-Related Behaviors Among Youth (Spring, 2007; Revised March 2008, May 2009) .

The CAC expounded upon the meaning of each in order to recommend the following target addressed for Kaua'i's **A, B, Cs of underage drinking prevention for Kaua'i:**

- 1.) Prevalent **Access** to alcohol, including commercial vendors selling to minors, and lack of community knowledge about the availability of alcohol and the consequences of underage drinking.
- 2.) **Behaviors** favorable to alcohol use, including adults providing alcohol to youth.
- 3.) Lack of community focus and cohesive, comprehensive island-wide availability of prevention education on the basic principles needed to support residents in resisting poor, alcohol-related **Choices**.

Island-wide proposed solutions:

- Goal 1: Hold adults accountable for providing alcohol to minors through new ordinance(s)
- Goal 2: Increase community awareness through media, local youth campaigns
- Goal 3: Involve the community and youth leaders in efforts to strengthen families and encourage an alcohol-free life for adolescents.

West Kaua'i:

- Goal 1: Provide programs that have been proven to be effective in helping youths be alcohol-free.
- Goal 2: Offer school-based, after-school, intersession, weekend, or summer activities that encourage an alcohol-free life for youth.
- Goal 3: Increase community awareness through media, local youth campaigns
- Goal 4: Expand opportunities for youth to make changes in community norms through peer leadership programs
- Goal 5: Involve the community and youth leaders in efforts to strengthen families and encourage an alcohol-free life for adolescents.
- Goal 6: Increase educational opportunity for parents and other adults to gain knowledge about underage drinking

Central Kaua'i:

- Goal 1: Build and maintain a strong central district underage alcohol prevention team of stakeholders for the effective implementation and coordination of prevention activities.
- Goal 2: Provide programs that have been proven to be effective in helping youths be alcohol-free.
- Goal 3: Offer school-based, after-school, intersession, weekend, or summer activities that encourage an alcohol-free life for youth.
- Goal 3: Increase community awareness through media, local youth campaigns
- Goal 4: Involve the community and youth leaders in efforts to strengthen families and encourage an alcohol-free life for adolescents.
- Goal 5: Increase educational opportunity for parents and other adults to gain knowledge about underage drinking

East Kaua'i:

- Goal 1: Provide programs that have been proven to be effective in helping youths be alcohol-free.
- Goal 2: Offer school-based, after-school, intersession, weekend or summer activities that encourage an alcohol-free life for youth.

The aforementioned goals should lead to the following outcomes:

1.) Reduction of Access to alcohol

(Fewer commercial vendors selling to minors, greater community knowledge about the availability of alcohol and the consequences of underage drinking).

2.) Behaviors are not as pro-alcohol

(Alcohol is not as prevalent at adult get-togethers where 12-17 year olds are present; those 12-17 no longer look up to those who drink as popular or “cool”).

3.) Change in alcohol-related Choices

(Adults are not directly providing alcohol to youth; laws are in place holding parents accountable for providing alcohol to youth and parents are aware of the consequences; older students no longer “buy” for those 12-17)

17) Any other information that will help readers (non HI-SPF oriented) to understand the overall goal and purpose of this project:

The County of Kaua'i aims to help preventing the onset and reducing the progression of alcohol abuse for 8.7 percent of its population: those ages 12-17, and to build prevention capacity and infrastructure at the State, local, and sub-local levels. In addition, its aim is to align with larger, common underage-drinking prevention goals with larger entities, such as other counties and the state of Hawai'i, to truly affect a statewide, visible change in terms of underage drinking. This will address the common, overarching goal of eliminating illegal alcohol sales to minors, obstructing the provision of alcohol to youth, and ultimately reducing alcohol use by teens in Kaua'i County.

County Underage Drinking Prevention Plan

County Name: Kaua'i
Completion Date: November 4, 2009

SECTION 1: ASSESSMENT

Contribution to State Burden:

In the table which follows, you are asked to describe what it is in your county that specifically contributes to underage alcohol drinking and the related consequences. The areas in which you will be looking for linkages between contributing factors and consumption and consequences are as follows:

- **Enforcement** includes the enforcement of the rules, laws and policies surrounding alcohol and underage drinking and its consequences, as well as the public perception of the levels of enforcement and how likely people are to believe they will get caught if they violate the rules, laws and policies.
- **Retail access/availability** refers to the accessibility of alcohol from retail sources (i.e., where money is exchanged. Example: the ability of underage youth to obtain alcohol from stores as well as the ease of purchasing alcohol for adults.
- **Social access/availability** refers to the access youth have to alcohol through social networks. In this case, money is rarely exchanged. For example, parents who throw house parties provide social access to alcohol for youth.
- **Promotion** attempts to increase the attractiveness of drinking. It can include advertising that promotes excessive, illegal and/or unsafe use as well as sponsorship of events that promote excessive, illegal and/or unsafe use.
- **Perceived risk** - if individuals do not feel underage drinking poses a great risk, they tend to underestimate the potential consequences. For example, if individuals believe that they won't get in a crash while driving under the influence, they may be more likely to engage in that behavior.
- **Social norms** are informal standards or values regarding the acceptability or unacceptability of certain behaviors including substance use.
 - *Family norms* include parental attitudes towards alcohol and underage drinking (e.g. "kids will be kids"), parental monitoring and involvement, parental/sibling use of alcohol.

- *Community norms* include attitudes of adults in the community towards alcohol and underage drinking (e.g. belief that most people drink/use drugs or that social events must include substances).
- *Peer norms* include attitudes of peers towards alcohol and underage drinking (e.g. peer use of alcohol and perceived social benefits of underage drinking (the “coolness” factor).

In your county, is there a connection between the following intervening variables and the consumption of alcohol or the consequences of underage drinking? If yes, what is the connection (contributing factors) and how do you know this? Please indicate the data source for such.

Enforcement

Despite underage drinking law enforcement by the Kaua'i Police Department, County of Kaua'i Department of Liquor Control, the Department of Land and Natural Resources, Parks and Recreation Park Rangers, and the state Sheriff's Department, laws are still broken regarding underage drinking. The number of alcohol-related arrests for youth 12-17 years old increased from 16 in 2005 to 20 in 2006 and 2007, and then increased again to 27 in 2008 (Epidemiological Profile of Alcohol Related Behaviors among Youth *ADAD, May 2009*). In addition, there were fewer arrests for 12 and 13 year olds than for the older age groups. The most arrests were seen in 2008 for 15 year olds.

Compliance checks, Kaua'i Police Department statistics, County of Kaua'i Operating Budget Ordinance, Kaua'i Community Drug Response Plan 2008-2013⁷², County of Kaua'i Enforcement Committee Task Force Meeting Minutes 2007, and County of Kaua'i: Epidemiological Profile of Alcohol Related Behaviors among Youth (*ADAD, May 2009*).

Retail access

The accessibility to alcohol in stores is described by 22 percent of Kaua'i youths as only “somewhat difficult.” Retail outlets often fail to take the time to check ID--undercover alcohol compliance checks conducted with the Kaua'i Police Department and Liquor Control showed more than 100 percent increase in failure rate since April 7, 2006; 32 percent of High

⁷²County of Kaua'i and Kaua'i Planning & Action Alliance, Kaua'i Community Drug Response Plan 2008-2013 (Kaua'i: July 2008).

School seniors in Kaua'i report being able to purchase alcohol, according to the County of Kaua'i: Epidemiological Profile of Alcohol Related Behaviors among Youth (*ADAD, May 2009*)--higher than the number for that age group statewide.

Compliance Checks⁷³, Epidemiological Profile of Alcohol Related Behaviors among Youth (*ADAD, May 2009*).

Social access

Youths ask older friends, siblings, parents and grandparents to purchase alcohol, or partake of it while at parties where alcohol is present. According to the Epidemiological Profile of Alcohol Related Behaviors among Youth (*ADAD, May 2009*), 84 percent of intermediate and high school students who drink alcohol are offered alcohol by friends, 58 percent are offered alcohol by other relatives, 40 percent are offered alcohol by siblings and 33 percent are offered by parents and 28 percent are offered it by other people.

Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors Among Youth (Spring, 2007; Revised March 2008, May 2009).

⁷³ County of Kaua'i, Department of Liquor Control, Liquor Commission Compliance Checks, July 12, 2007; September 13, 2008 and December 13, 2008.

Promotion

Though the Mayor will not allow alcohol display ads in public parks and therefore the number of permits issued isn't trackable, permitting and Parks and Recreation officers retrieve dozens of pro-alcohol banners in public areas monthly. Also, banners with alcohol logos are displayed on park fences where youths play sports or families gather for celebrations⁷⁴. Pro-alcohol commercials on television, especially during time youth are watching television, i.e., sports, Superbowl, etc⁷⁵ also permeate the local cultural attitude toward drinking where alcohol promotion is commonplace.

(John Martins, Parks and Recreation, November 2009).

Perceived risk of harm of use

The average age of first use, 11 years for males, 13 for females on Kaua'i, is one of several examples demonstrating the perceived risk of harm of use, as is the 40 percent of Kaua'i youth reporting favorable parental attitudes toward alcohol use, and more than 50 percent reporting lack of parental sanctions relating to alcohol use.

Epidemiological Profile of Alcohol Related Behaviors among Youth (ADAD, May 2009)

Community social norms

Community social norms directly connect to the problem of underage drinking on Kaua'i. Parental attitudes of intermediate and high school students show more than 50 percent of current users lack parental sanctions for ATOD use. The mean age of first use of alcohol is lower at the County of Kaua'i level than statewide for males.

Ka Leo o Na Keiki study, (ATOD), 2003, Epidemiological Profile of Alcohol Related Behaviors among Youth (ADAD, May 2009)

⁷⁴ Building permitting inspector interview, October 12, 2009.

⁷⁵ Archives of Pediatrics and Adolescent Medicine; "Beer ads fuel underage drinking," 2006 < http://www.marininstitute.org/alcohol_industry/ad_alert.htm>; < <http://archpedi.ama-assn.org/cgi/content/full/160/1/18>> Ad Alert, The Marin Institute http://www.marininstitute.org/alcohol_industry/ad_alert.htm 4 Nov., 2009.

Family social norms

Drinking alcohol is present in many cultures on Kaua'i. 51 percent of Kaua'i youths who "drink" report a lack of parental sanctions for alcohol use; in addition, 26 percent of Kaua'i 8th graders report dependence upon/abuse of alcohol (nearly double the percentage of the same age group in the state).

Epidemiological Profile of Alcohol Related Behaviors among Youth (ADAD, May 2009), the age of first use on Kaua'i for youths for males is 11 years old and 13 years old for females.

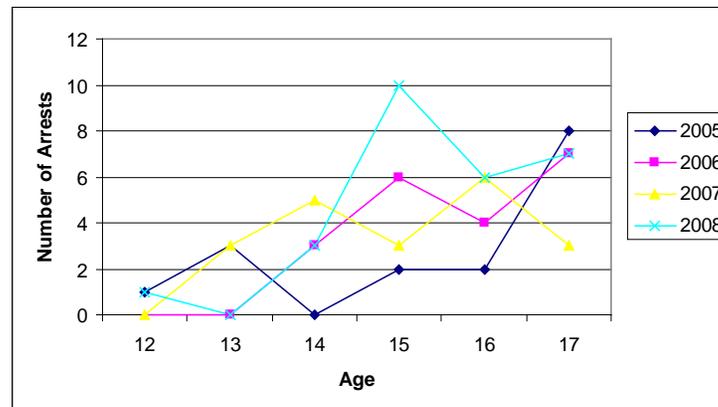
Peer social norms

Peer use and pressure to use alcohol and perceived social benefits of underage drinking, as 24 percent of Kaua'i County youth reported friends had positive attitudes toward drinking, only 54 percent of students who currently "drink" felt that way.

Epidemiological Profile of Alcohol Related Behaviors among Youth (ADAD, May 2009).

What are the consequences of underage drinking among youth ages 12 -17 years old in your county? (E.g. average age of first use, number of arrests of minors in possession, etc.)

Number of alcohol-related arrests for underage drinking by age on Kaua'i (courtesy of Kaua'i Police Department) →



In addition, the following are consequences of underage drinking among youth ages 12-17 years old in Kaua'i County:

- 1.) Early use: The average age of first use of alcohol for males on Kaua'i is 11, and for females, 13, the former of which is younger than the state average, according to the Epidemiological Profile of Alcohol Related Behaviors among Youth (*ADAD, May 2009*).
- 2.) Frequency of use: 61 percent of 12th graders on Kaua'i report using alcohol more than once a month according to the Epidemiological Profile of Alcohol Related Behaviors among Youth (*ADAD, May 2009*).
- 3.) Dependence and alcohol abuse: 26 percent of 8th graders report they are alcohol-dependant and/or alcohol-abusing; and that 32 percent of high school seniors reported dependence upon and abuse of alcohol, according to the Epidemiological Profile of Alcohol Related Behaviors among Youth (*ADAD, May 2009*).
- 4.) Unlawful & Antisocial behavior: Kaua'i Police Department records state Kaua'i has had 15 under age drunk driving (OVUII) arrests since January 1, 2009 and two underage driving arrests in which the drivers were under the influence of a measurable amount of alcohol.

Magnitude

Area of Assessment	Findings of the Assessment and the Data Source for Such
Community assets and resources related to the prevention of underage drinking	According to the May 2009 "Infrastructure & Capacity Assessment Guide—Final Analysis," the County of Kaua'i possesses several areas of prevention-related strengths: Cultural Competency (beneficiaries receive understandable and respectful services provided in a manner compatible with their cultural health beliefs, practices and preferred language), Funding (Ability to leverage funds and other resources from multiple sources in order to support priority prevention initiatives and funding streams are coordinated across prevention agencies and organizations to maximize the impact of prevention efforts), Workforce Skills (Knowledge of evidence-based prevention strategies and the ability to collect and evaluate data and share findings) and Organization (active, coordinated prevention system stakeholders, allocation and control of financial and other resources and county-level data collection). Examples of these strengths include recent merging of the Hawai'i Partnership to Prevent Underage Drinking (HPUDD) Kaua'i Coalition with County Advisory Council; Collaborative efforts with County agencies and annual Drug Summits.
Gaps in services related to underage drinking	While the County of Kaua'i does have skill and experience to roll out a successful prevention effort while utilizing its strengths, there also are

areas it could improve upon to ensure the effort is in sync with the SPF, in the following areas according to the May 2009 “Infrastructure & Capacity Assessment Guide—Final Analysis,” namely: Effectiveness (Communication and collaboration between agencies to promote a positive working environment and the ability to meet common goals and objectives), and Sustainability (the state prevention system has developed a written plan to achieve sustainable outcomes [eg. legislature backing, secured funding from grants and non-traditional sources leveraging funds, etc] over time).

Also, significant gaps in the current county-level infrastructure include a lack of availability and/or access to evidence based intervention programs for youth and families. The County also lacks the ability and commitment to carry out environmental strategies aimed at changing or influencing community conditions, standards, institutions, structures, systems and policies that lead to long-term outcomes and create lasting changes to community norms. The County could improve upon its effectiveness by creating a data collection bank and working toward better coordination between agencies.

County Laws related to underage drinking

While there are several state laws relating to underage drinking, including the Use and Lose law (HRS 281-101.5), the County has its own as well. Drinking curfew Bill 2320 was passed by County Council on September 9, 2009, which prohibits drinking in parks between 11 p.m. and 6 a.m. Those who violate the rule are subject to a fine between \$15 and \$500. In Kaua'i it is permissible to walk with an open container of alcohol provided you are 21 years old. Minors under 18 years aren't permitted in any area of any licensed premises where liquor is served after midnight. This paragraph shall not apply to such minor who is attending a private party with a parent or a guardian.

Readiness to carry out SPF activities

According to the May 2009 “Infrastructure & Capacity Assessment Guide—Final Analysis,” the County of Kaua'i ALREADY possesses several areas of prevention-related strengths which it can utilize without delay: Cultural Competency (beneficiaries receive understandable and

respectful services provided in a manner compatible with their cultural health beliefs, practices and preferred language), Funding (Ability to leverage funds and other resources from multiple sources in order to support priority prevention initiatives and funding streams are coordinated across prevention agencies and organizations to maximize the impact of prevention efforts), Workforce Skills (Knowledge of evidence-based prevention strategies and the ability to collect and evaluate data and share findings) and Organization (active, coordinated prevention system stakeholders, allocation and control of financial and other resources and county-level data collection). Utilizing the County's strengths, culturally-relevant partnerships, braided funding and training program providers will prove paramount skills-wise in rolling out a successful prevention effort.

Some examples of its strengths include having trained facilitators for evidence-based programs at the ready, having an intact Central District Drug Prevention Coalition as well as experience putting on alcohol prevention programs such as Shattered Dreams and Drunk Busters.

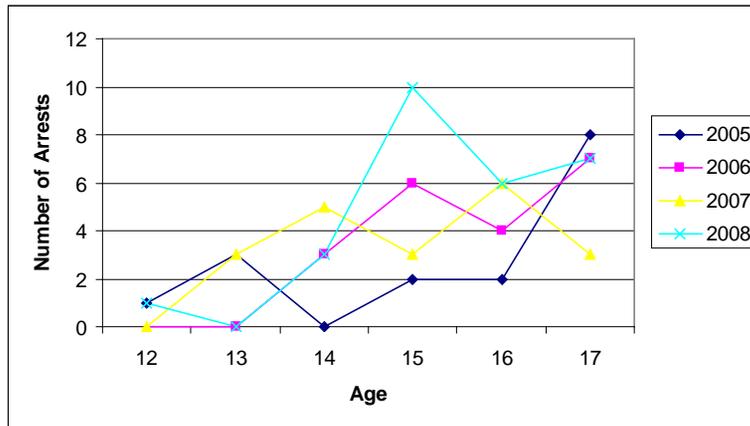
Please attach your assessment report. Your assessment report should support the findings you provided above.

Kaua'i has the largest percentage of 12-17 year olds per capita in the state, as that age group makes up 8.7 percent of its population according to the United States, Substance Abuse and Mental Health Services Administration (SAMHSA), National Outcome Measures and State Data County-level Map for Kaua'i At Risk Population, ages 12-17, 2006.

Magnitude of the Problem

Kaua'i's burden and consequences regarding underage drinking are illustrated below in the following five areas: Enforcement, Retail Access/Availability, Social Access/availability, Promotion and Perceived Risk:

1.) Enforcement: While we have clear laws regarding alcohol, youths still have access to it. The number of alcohol-related arrests for youth 12-17 years old increased from 16 in 2005 to 20 in 2006 and 2007; it then increased again to 27 in 2008. The most arrests were seen in 2008 for 15 year olds⁷⁶.



In addition, to date, our Kaua'i Police Department records state Kaua'i has had 15 under age drunk driving (OVUII) arrests since January 1, 2009 and two underage driving arrests in which the drivers were under the influence of a measurable amount of alcohol.

Undercover alcohol compliance checks conducted with the Kaua'i Police Department and Liquor Control showed the following regarding alcohol sold to minors, demonstrating more than 100 percent increase in failure rate since April 7, 2006⁷⁷:

Kaua'i Alcohol "Stings:"

<i>Date of undercover operation</i>	<i>No. of checked stores</i>	<i>No. that sold to minors</i>	<i>Failure rate</i>
<i>April 7, 2006</i>	<i>21</i>	<i>3</i>	<i>14 percent</i>
<i>April 8, 2008</i>	<i>32</i>	<i>6</i>	<i>19 percent</i>
<i>July 26, 2008</i>	<i>16</i>	<i>5</i>	<i>31percent</i>
<i>September 13, 2008</i>	<i>26</i>	<i>6</i>	<i>23 percent</i>
<i>September 18-19, 2009</i>	<i>19</i>	<i>7</i>	<i>37percent</i>

Further, in a recent article entitled "7 arrested for alcohol sales to minors" October 3, 2009 in the Garden Island Newspaper, the last of the above-mentioned undercover operations resulted in

⁷⁶ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 25, fig. 23.

⁷⁷ County of Kaua'i, Department of Liquor Control, Liquor Commission Compliance Checks, July 12, 2007; September 13, 2008 and December 13, 2008.

the arrest and publication of charges for prohibited sale of alcohol to minors, demonstrating to residents that there are consequences if residents break the law regarding underage drinking⁷⁸. However, as violations are still occurring, public awareness of liquor violations still has a way to go.

2.) Retail access/availability: Access and availability to alcohol are high on Kaua'i. Alcohol access in general is easy and commonplace, as indicated by the annual gross liquor sales on-island over the past several years, which has been steadily growing in excess of \$70 million⁷⁹.

Annual gross liquor sales on-island:

<i>Fiscal Year</i>	<i>No. of new liquor licenses</i>	<i>No. of liquor licenses cancelled or not renewed</i>	<i>Annual gross liquor sales</i>
2004 -2005:	12	12	\$70,059,308.00
2005-2006:	4	12	\$75,722,210.00
2006-2007:	14	10	\$85,741,540.00
2007-2008:	14	7	\$89,720,644.00

3.) Social access/availability: As illustrated in the Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009; 32, fig. 37) 82 percent of Kaua'i intermediate and high school students who use alcohol get alcohol from friends, with 40 percent of all 6th-12th graders reporting they have been offered alcohol from friends⁸⁰:

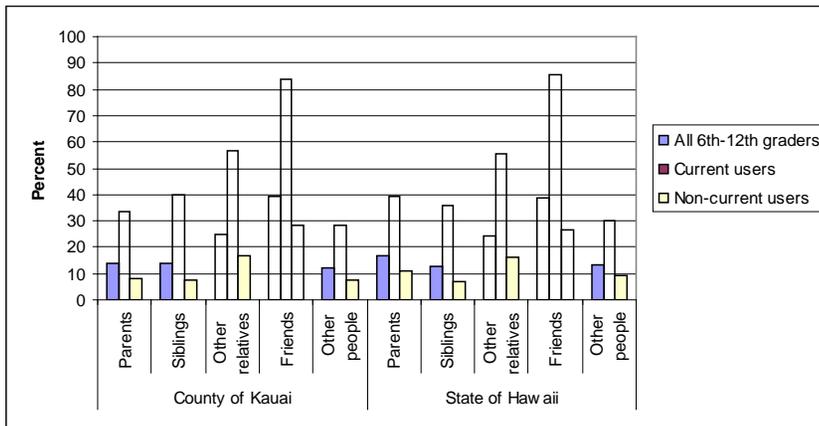
Alcohol Offers Made to Intermediate and High School Students by Current Use Status⁸¹:

⁷⁸ See attachment

⁷⁹ County of Kaua'i, Department of Liquor Control, Annual Gross Liquor Sales/Licensing Records, October 14, 2009.

⁸⁰ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 16, fig. 11.

⁸¹ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors Among Youth (Spring, 2007; Revised March 2008, May 2009), page 16, fig. 11.



4.) **Promotion:** Mayor Bernard Carvalho Jr. fully supports the prevention of underage drinking in the County of Kauai by refusing authorization of sign permits for signage containing alcohol-related logos. Such signage lacks permitting data/statistics, as they are not authorized to be displayed on County property. However, residents and business owners still hang alcohol-sponsored banners promoting happy hours and events around the island, including parks where youths play sports, as well as on land that isn't County-designated. Signs such as Heineken's "Go Green, Hawaii" are taken down by building permitting enforcement frequently. Below is an example of several unpermitted, confiscated signs that County enforcement officials removed in 2009:



5.) **Perceived Risk:** As found in the Strategic Prevention Framework–State Incentive Grant Epidemiological Team, County of Kauai: Epidemiological Profile of Alcohol-Related Behaviors Among Youth (Spring, 2007; Revised March 2008, May 2009,

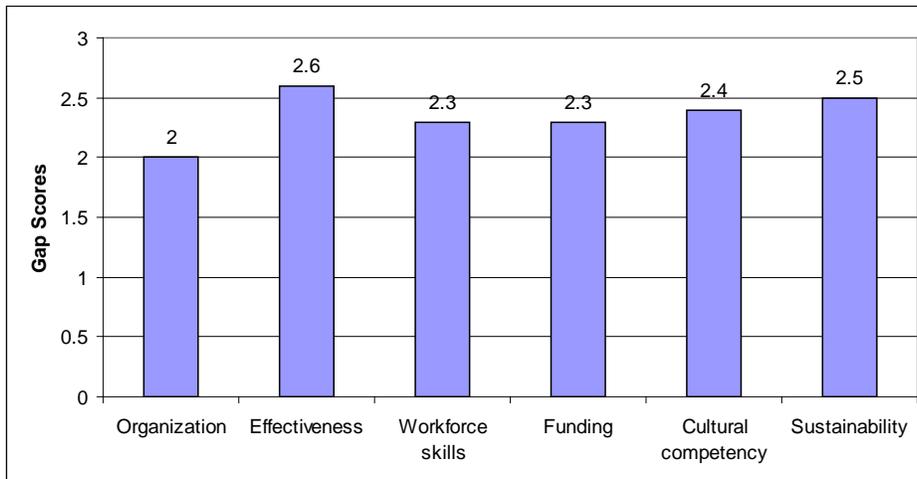
only 33 percent of youths believe alcohol use by teenagers is a problem, compared with 71 percent of adults;⁸² remarkably, zero percent of adults reported teenage alcohol use as being a serious problem, compared with 35 percent of youth who believed this, demonstrating an underestimation of the risk of underage drinking on Kaua'i: (see figure below).

⁸² Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 32, fig. 37.

Section 2: Capacity Building

Capacity Building Priorities (Based on the Findings identified in your Assessment Report, please indicate your Capacity Building Priorities and how they were selected).

Our capacity building priorities are in sync with those identified in the Infrastructure and Capacity Assessment Guide Final Analysis May 2009⁸³ as areas in need of further attention in the areas of Effectiveness and Sustainability:



Addressing these priorities will consist of partnering efforts to further sustain ourselves by working with legislators to achieve more underage drinking prevention efforts affecting access to alcohol, and furthering effectiveness through communication and collaboration between agencies to further the SPF SIG prevention goal by sharing data and streamlining mutual efforts to minimize redundancy but capitalize our collaboration.

Action Plan (Insert and describe your capacity building plan).

While collaborative, drug prevention-related relationships have already been established between the County and key stakeholders since February 2003 -- when the Kaua'i County Council unanimously passed resolution No. 2003-14 and thereby supported the late former Mayor Bryan Baptiste's vision of community-based efforts to deal with the island-wide drug program and the creation of an Anti-Drug Program under the Mayor's Office -- mobilizing and building capacity for the underage drinking prevention of 12-17 year olds will necessitate coordination, partnerships and management by the Kaua'i County Anti Drug Program.

This will include fostering relationships with already-existing partners such as the Kaua'i Police Department and Department of Liquor so that sharing data, statistics and other alcohol-related information can be at the ready for a long life of prevention efforts -- proceeding even the life of the SPF-SIG. The Action Plan also will include prioritizing Kaua'i's intervening variables according to severity and existing capacity, and acting accordingly.

Addressing the intervening variables will address the "ABCs of Kaua'i's drinking problem" as found on page 33, which was identified by the County Advisory Council (CAC) as Access,

⁸³ Infrastructure and Capacity Assessment Guide and Final Analysis, SPF-SIG Epidemiology Team: Claudio Nigg, PhD., Van Ta, PhD, Rebecca Williams, MPH, May 2009.

Behavior and Choices related to alcohol by youths on Kaua'i ages 12-17, but will also branch out further with specific goals. The intervening variables to be addressed are:

1.) Easy retail access to alcohol

- Responsible beverage service training
- Compliance checks and park sweeps
- Enforcement of existing alcohol laws
- Sobriety checkpoints

2.) Easy social access to alcohol (parties, peers, family)

- Alcohol restrictions at community events
- Education of parents addressing social norms RE prevalence of adults drinking alcohol around youths, and parents allowing youths to "drink".

3.) Low Perception of risk of alcohol

- Police presence, Department of Liquor Control officers
- Media advocacy
- Revoking license for impaired drivers
- Arresting vendors who sell liquor to minors, and publicizing upped enforcement efforts

4.) Social norms accepting and/or encouraging binge drinking (drinking to get drunk) including peer, family, community

- Alcohol restrictions at community events
- Social norms campaign
- Awareness of promotion of alcohol use
- Media advocacy
- Sporting events
- Youth beach parties
- Myspace, Facebook

Methods of assessment of the aforementioned intervening variables:

- Reduction of drinking youths (12 to 17 years old)
- Reduction in siblings and friends (18-25 years old) providing alcohol to younger teenagers
- Youths 15 to 17 years old are less likely to try to buy alcohol, drink in a bar, or consume alcohol
- Arrests for driving under the influence of alcohol declined significantly among 18- to 20-year-olds -- despite upped enforcement
- Alcohol merchants increased age-identification checking and reduced propensity to sell to minors is reduced.

In addition, to augment capacity, the County will, in addition to addressing intervening variables and implementing evidence-based practices and evaluating and monitoring the results, will continue other, symbiotic prevention projects with a broadened scope. Such projects include annual drug summits, key in eyeing prospective prevention stakeholders to the SPF-SIG Project. (Five Drug Summits were held in May of the Anti Drug Program's first

year, in which 425 people participated, including 370 youth) and hosting trainings to educate the Kaua'i community.

Support and collaboration of building and community-based planning and implementation of prevention activities will continue through meetings with Hawaii Partnership to Prevent Underage Drinking (HPPUD)/County Advisory Council (CAC) and the County's island-wide prevention partners. In addition, the Anti-Drug office, which has merged its HPPUD into its CAC in order to help augment planning effectiveness, will coordinate prevention efforts.

Further, the County will continue to utilize the following prevention partnerships as they relate to underage alcohol consumption:

Prevention Partners:	<i>Agreements between and among agencies and organizations involved in underage alcohol consumption prevention to enhance and expand the community's ability to realistically meet community and State outcomes.</i>
Type of Partnership:	<i>Reflects the formal or informal relationship that forms the basis of the partnership</i>
Contribution:	<i>Indicates how the partner is involved to address the community's substance abuse prevention efforts and may include funds, planning, training and sharing resources.</i>

Prevention Partner:	Type of partnership:	Contribution:
Big Brothers/Big Sisters of Honolulu	Formal	Direct service prevention program-contracted to provide mentoring services to youth in elementary and middle school on Kaua'i.
Kauai Economic Opportunity	Informal	Funds Planning Training Coordination of services Prevention programs Data collection
Department of Education Parent Community Networking Center (PCNC) Program	Formal	Use of facilities and materials for prevention programs and activities Referrals for participation in prevention opportunities Recruitment of facilitators for Parent Project parenting classes
Hale Opio-Teen Court	Informal	Intervention programs
Queen Liliu'okalani Children's Center	Informal	Prevention programs
Na Lei Wili AHEC	Informal	Workshops and learning events Health education
County of Kaua'i Department of Liquor Control; Department of Parks and Recreation	Formal – Collaboration amongst County agencies.	Recreation programs for youth Use of facilities Drunk Busters Shattered Dreams
County of Kaua'i Police Department	Formal – Collaboration amongst County agencies.	D.A.R.E. and G.R.E.A.T. programs Shattered Dreams
Hawai'i Partnership to Prevent Underage Drinking (HPPUD)	Formal – Kaua'i is one of the four County coalitions that make up the structure of HPPUD.	Provides resources Assists with legislative process Communication Family strengthening and community events
Boys & Girls Club of Hawai'i	Informal	Prevention programs
West Kaua'i Drug Prevention	Formal – Part of the	Planning

Coalition	Kaua'i Drug Prevention Coalition; is a planning group that meets regularly to best address the unique prevention needs of the West Kaua'i complex.	Prevention programs and activities Shared resources
Central District Drug Prevention Coalition	Formal – Part of the Kaua'i Drug Prevention Coalition; is a planning group that meets regularly to best address the unique prevention needs of the Central Kaua'i complex.	Planning Prevention programs and activities Shared resources
East Kaua'i Drug Prevention Education Team	Formal – part of the Kaua'i Drug Prevention Coalition; is a planning group that meets regularly to best address the unique prevention needs of the East Kaua'i complex.	Planning Prevention programs and activities Shared resources
Kahuna Valley	Informal	Use of facilities Provides a clear focus on the health and wellbeing of Kauai families Mentor 'Ohana – teen program
Hale Kipa	Informal	Family counseling Youth outreach Family strengthening programs
Child and Family Service *Baby S.A.F.E. *Nana's House	Informal	Meeting space and facilitation Referrals to family activities and learning opportunities Collaboration in choosing the most appropriate approach to families
ALU LIKE, Inc.	Informal	Provides materials for family events Guided interaction with Kauai youth
West Kaua'i Business and Professional Association	Informal	Resources in the business community-West Kaua'i

ABCs of Underage Drinking on Kaua'i Action Plan

Goal:	<p>Provide effective coordination and implementation of underage-drinking prevention programs for youth 12-17 and families on Kaua'i, thereby reducing the ABCs of Kaua'i's underage drinking problem, Access, Behavior and Choice regarding alcohol, as demonstrated to be factors in the County epidemiological profile, by doing the following:</p> <ul style="list-style-type: none"> ❖ Reduce youths 12-17's <u>Access</u> to alcohol and thereby reduce consumption among youth through various target areas, including increasing the age of initial use of alcohol and reducing the current use of alcohol, and thereby lead to a reduction in negative consequences, such as antisocial <u>Behavior</u>, vehicular accidents, fatalities and crime related to alcohol use and augment community knowledge about the availability of alcohol and the consequences of underage drinking, by redirecting community focus on a cohesive, comprehensive island-wide prevention effort so youths resist pro-alcohol related <u>Choices</u>.
Strategies:	
Strategy 1	Ensure supportive entities have a stake in the prevention of underage drinking and remain actively involved.
Strategy 2	Offer program/direct service providers educational tools so planning/implementation of prevention programs is successful.

Strategy 3	Provide training to augment prevention stakeholder skills, knowledge and/or resources that the stakeholders need in order to select appropriate prevention strategies.		
Strategy 4	Ensure stakeholders include members of different cultures and ethnic backgrounds to provide adequate, diverse input.		
Strategy 5	That the CAC set annual performance measurements related to the strategic plan and baseline data gathered.		
Strategy 6	Initiate prevention programs and environmental strategies to educate parents and the community to prevent underage alcohol use.		
Risk Factors Addressed	Awareness to community alcohol use/prevalence; laws and norms favorable to alcohol; perceived availability of alcohol; ability to purchase alcohol.		
Protective Factors Addressed	Community and rewards opportunities for positive involvement; reduce underage drinking for youths ages 12-17.		
Action Steps	1. Assess best practice or evidence-based prevention programs based on epidemiological data on behaviors of Kaua'i's at-risk youth (12-17) and by risk and protective factors in three island areas.	Timeline November 2009- January 2010	Lead Kaua'i County Anti-Drug office
	2. RFP out to expand or provide evidence-based practices and programs; inform providers of possible funding sources.	2010 and ongoing through award	Kaua'i County Anti-Drug office; SPF SIG Project Specialist
	3. Provide technical assistance and support for new and expanded services.	2010 and ongoing	Kaua'i County Anti-Drug office

	4. Encourage ongoing collaboration among providers.	2010 and ongoing	Kaua'i County Anti-Drug office, CAC
	5. Implementation and review of evidence-based prevention programs and measured success	2010 and ongoing	Kaua'i County Anti-Drug office, CAC
Target Audience & Number to Be Served	Parents, youth 12-17, community		
Supporting Groups/ Agencies	DOE, county, state and national government agencies		
Funding and Other Resources Secured/Needed	Full-time SPF SIG staff of two (Project Specialist and Data Specialist) support for meetings, communications, supplies, continued CAC -- community champions.		
Measures of Success	<ol style="list-style-type: none"> 1. Attendance/input at CAC meetings. 2. Programs implemented, expanded. 3. Decrease in age of first use of alcohol among Kaua'i 12-17 year olds 4. Increase in alcohol sales compliance in not selling to minors 5. Increase in community awareness about the ubiquitous nature of alcohol in Kaua'i culture and the youth alcohol boundaries 6. Increase in youth leadership regarding anti-underage drinking message 7. Post-program youth interviews /surveys for program feedback from youth perspective (required consent at enrollment) 		

Sustainability (Describe your plan for continuing efforts beyond the SPF-SIG grant).

In order to sustain efforts beyond the SPF Grant, the County of Kaua'i CAC plan to do the following;

- Recognize the importance of sustainability to continue to with the Strategic Prevention Framework to address underage drinking.
- Apply for grant money through the federal, state and other local agencies or private foundations to continue with successful strategies and activities that had positive results.
- Environmental strategies to prevent underage drinking that are policy-related will continue through the Anti-Drug Program, Department of Liquor, and Kaua'i Police Department.
- Maintain communication between agencies (partners in prevention and enforcement)
- Continue Town Hall Meetings, Family Strengthening Community Events (Celebrating Kauai's Families) and collaboration of resources for community events.
- Enlist legislative support to continue to improve upon underage drinking laws.
- Re-assign the SPF SIG Community Advisory Board & Hawai'i Partnership to Prevent Underage Drinking to the PREVENTION COMMITTEE.
- Leverage a percentage of Liquor fees and/or fines for education and prevention programs.
- Continue with Data Collection Tool for ATOD indicators/use with the County IT department.
- Secure permanent staff positions to continue SPF SIG goal of preventing underage drinking.
- Ensure that all community prevention partners have been invited to the table-continue to build capacity. Continue to meet and re-evaluate commitment to enhance partnerships.
- Enlist the participation of each of the Chairs from the Drug Prevention Coalition and the three regional sub-committees – West, Central and East (currently West and East are involved).
- CAC partners will mentor new members in their organizations to maintain continuity if and when they resign.

Also, as the plans unfold for the Public Health Department application to become a School of Public Health within the University of Hawai'i, housing a Department of Epidemiology, and the Department of Health Alcohol and Drug Abuse Division (ADAD) re-organization which might include a permanent Epidemiologist position, the following will also be considered:

- Research long-term plan for the HI SPF-SIG as the successful future of the Kaua'i SPF-SIG rests with a Project Specialist to provide management and oversight of the underage drinking prevention plan and a Data Specialist to help test its effectiveness and create tools for other prevention goals down the road.
- Help state ensure support of SPF SIG project by working with each county's Anti-Drug Liaison, Coordinator, or SPF SAC, each supported by at least one additional assistant to help serve the project. The Liaison or Coordinator and assistant would be a full-

time, certified Substance Abuse Prevention Specialist placed within the County's Department of Health Division or Kaua'i Police Department, if not under the auspices of the County Mayoral Offices.

Section 3: Planning

Vision of the CAC

The Kaua'i County Advisory Council members represented a diverse composition from various sectors, including County (members of law enforcement), education (Department of Education, Queen Liliu'okalani Children's Center) and those in various prevention and treatment areas of expertise. The common thread uniting all members was the shared goal of reducing/preventing underage drinking on Kaua'i for those ages 12-17.

The task presented to the CAC was to develop the priorities to be addressed by the Kaua'i community to reduce underage drinking. The CAC met weekly for 1-2 hours with the following **vision**:

- **Engage & empower youth to make the choice to be alcohol free.**

Because alcohol is a drug, the overall vision of the County Advisory Council regarding underage drinking prevention tied in with the Kaua'i County 2008-2013 Drug Response Plan, to help support the efficiency and sustainability of this underage drinking prevention effort.

The aim and scope of Kaua'i County's 2008-2013 Drug Response Plan's **mission** is defined as follows:

- **Mission:** Collaboratively develop effective programs that build strong family structures to improve the quality of life for our island people by reducing and preventing underage alcohol consumption.

To achieve this, the CAC planning strategy to effectively reduce/prevent underage drinking on Kaua'i was determined as follows:

- **Strategy:** Develop plans that specify what will be accomplished over a 3 to 5-year period using baseline data of the current underage drinking problem on Kaua'i. This underage drinking prevention program will be based on information from our epidemiological findings and will set a realistic prediction of the future situation.
- **Area of focus:** Following the aforementioned activity, and after thorough consideration of the county epidemiological profile⁸⁴, the CAC's area of focus was determined as:

Reduce youths 12-17's Access to alcohol and thereby reduce consumption among youth through various target areas, including increasing the age of initial use of alcohol and reducing the current use of alcohol, and thereby lead to a reduction in negative consequences, such as antisocial Behavior, vehicular accidents, fatalities and crime related to alcohol use and augment community knowledge about the availability of alcohol and the consequences of underage drinking, by redirecting community focus on a

⁹⁸ Ibid.

cohesive, comprehensive island-wide prevention effort so youths resist pro-alcohol related Choices.

The focus will be measured by the following, short-term outcomes:

1. Attendance/input at CAC meetings.
2. Programs implemented, expanded.
3. Decrease in age of first use of alcohol among Kaua'i 12-17 year olds.
4. Increase in alcohol sales compliance in not selling to minors.
5. Increase in community awareness about the ubiquitous nature of alcohol in Kaua'i culture and the youth alcohol boundaries.
6. Increase in youth leadership regarding anti-underage drinking message.
7. Post-program youth interviews/surveys for program feedback from youth perspective (required consent at enrollment).

Please use the table below to identify Planning Team Members.

Name of Team Member	Organization They Represent	Type of Relationship (Formal or Informal)	Contribution (What or how have they contributed to the planning process)
Bridget Arume	Dept. of Education	Informal	Capacity building, data collection
Kya Asano	DOH	Informal	School-based data
Fran Becker	Na Lei Wili AHEC	Informal	Capacity, Assessment & Planning
Ken Carvalho	Kaua'i Police Department	Formal	Enforcement Data Collection
Kaui Castillo	Queen Lili'uokalani Children's Center	Informal	Capacity, Assessment & Planning
Francesco Garripoli	Kahuna Valley	Informal	Data entry and Assessment
Lionel Gonsalves	DLNR	Informal	
Miguel Graham	Waveriders Against Drugs	Informal	
Amanda Gregg	SPF SIG Project Specialist	Formal	Project Coordination
Eric Honma	Dept. of Liquor Control	Formal	HPPUD Chair, data collection
Theresa Koki	Anti-Drug Program/Mayor	Formal	SAC rep., CAC Chair
Sandra Kouchi	Hawai'i Public Housing	Informal	
Tori Ann Laranio	State of Hawai'i Drug Court	Informal	Help in Phase I RFP
Larry Moises	Dept. of Liquor Control	Formal	Enforcement data
Dan Miyamoto	Kaua'i Police Department	Formal	Research on environmental strategies
Al Nebre	Kaua'i Economic Opportunity	Informal	
Mark Ozaki	Kaua'i Police Department	Formal	Data for high school youth
Jan Pascua	Department of Health	Informal	Logic model, program research
Moana Ta`a	Shattered Dreams	Informal	Data research/Shattered

	KKIPC		Dreams
Ann Wooton	West Community Coalition	Formal	Data, RFP, budget assistance, mtgs.
Diane Zachary	Kaua'i Planning & Action Alliance	Formal	Problem statement assistance

Description of Processes Used to Interpret Information and Make Decisions

Decisions were made by the County Advisory Council that agreed by a majority on issues and direction in keeping with the vision and mission statement that it as a CAC agreed upon at its Friday, February 20, 2009 meeting. Based on data from key stakeholders, along with information from the CAC's areas of expertise and findings found in the County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (SAMSHA. Spring, 2007; Revised March 2008, May 2009) the CAC identified, revised and allowed a comprehensive problem statement regarding the underage drinking of 12-17 year olds on Kaua'i to evolve with new and revised data and findings until it was ultimately defined as follows:

“On Kaua'i, underage drinking is a significant problem for much of our adolescents ages 12-17, a problem that is greatest among grade 8 students, which reported 27 percent alcohol dependence and abuse -- the highest level of alcohol dependence or abuse in the state for this age group -- and grade 12 students, with 32.4 percent reporting alcohol dependence or abuse.”⁸⁵

Based on the identified, data-backed problem statement, the CAC then planned as an entity ways to fulfill the aforementioned vision and mission by collaborating as a group and

- 1.) Reviewing relevant data
- 2.) Considered data, county surveys
- 3.) Brainstormed prevention strategy recommendations
- 4.) Prioritized and selecting final recommendations

In addition, the CAC worked to develop the following, comprehensive problem statement based on the epidemiological profile:⁸⁶

On Kaua'i, underage drinking is a significant problem for adolescents ages 12-17, and is greatest among grade 8 students, who reported 27 percent alcohol dependence and abuse -- the highest level of alcohol dependence or abuse in the state for this age group -- and grade 12 students, with 32.4 percent reporting alcohol dependence or abuse.

⁸⁵ Ibid.

⁸⁶ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors Among Youth (Spring, 2007; Revised March 2008, May 2009) .

The CAC also worked to direct a strategic underage drinking prevention plan by analyzing evidence-based environmental strategies and best practices listed on the National Registry of Evidence Based Programs and Practices Web site and used its networking ability to do follow up research.

In addition, the CAC worked to ensure inter-departmental dialogue to assess possible opportunities with existing grants and needs based on budget cuts.

Prioritization of Goals and Objectives (What are the priorities and why?)

Goal

Reduce alcohol consumption among youth through various target areas, including increasing the age of initial use of alcohol and reducing the current use of alcohol, in order to lead to a reduction in negative consequences, such as antisocial behaviors, vehicular accidents, fatalities and crime related to alcohol use.

Objective

Implement preventative solutions that target the ABCs (**A**ccess, **B**ehavior and **C**hoice regarding alcohol) of underage drinking prevention on Kaua'i by doing the following:

1. Reduce prevalent **A**ccess to alcohol, including commercial vendors selling to minors, and lack of community knowledge about the availability of alcohol and the consequences of underage drinking.
2. Affect **B**ehavior favorable to alcohol use, including adults providing alcohol to youth.
3. Shift community focus with a cohesive, comprehensive, island-wide prevention education campaign on the basic principles needed to support residents in resisting poor, alcohol-related **C**hoices.

Supporting reason (why)

On Kaua'i, underage drinking is a significant problem for much of our adolescents ages 12-17, a problem that is greatest among grade 8 students, which reported 27 percent alcohol dependence and abuse -- the highest level of alcohol dependence or abuse in the state for this age group -- and grade 12 students, with 32.4 percent reporting alcohol dependence or abuse.

⁸⁷

⁸⁷ Ibid.

- **Describe plans to implement culturally appropriate policies, programs and practices.**

To ensure cultural competence, the CAC's plan to implement culturally appropriate policies, programs and practices includes the need to accomplish the following:

- Continue to engage CAC membership from various ethnic backgrounds to provide adequate input.
- Ensure that the structure, leadership, activities, and messages reflect many perspectives, styles, and priorities
- Promotional material for activities and venues will include health beliefs, practices, and preferred language.
- Provide language assistance services and translated material, at no cost to beneficiaries with limited English proficiency.
- Work with the agencies such as the Department of Education, and Kamehameha schools to formulate policies on innovative and culturally appropriate services for Native Hawaiians, and other youth who are not proficient in the English language.
- Search national registries such as NREPP for evidence-based programs that include research of successful outcomes proven and demonstrated in Hawai'i.

PROBLEM STATEMENT IDENTIFICATION

DIRECTIONS: Complete one of these tables for each problem statement. There should be no more than two problem statements related to underage drinking prevention and no more than two problem statements related to infrastructure building.

Problem Statement: *On Kaua'i, underage drinking is a significant problem for adolescents ages 12-17, and is greatest among grade 8 students, who reported 27 percent alcohol dependence and abuse -- the highest level of alcohol dependence or abuse in the state for this age group -- and grade 12 students, with 32.4 percent reporting alcohol dependence or abuse.*

Goal (*Should be related to HI-SPF Goals and Indicators): Mirroring the overarching goal of the HI-SPF SIG, the Kaua'i underage drinking prevention goal is to reduce youths 12-17's Access to alcohol and thereby reduce consumption among youth through various target areas, including increasing the age of initial use of alcohol and reducing the current use of alcohol, and thereby lead to a reduction in negative consequences, such as antisocial Behavior, vehicular accidents, fatalities and crime related to alcohol use and augment community knowledge about the availability of alcohol and the consequences of underage drinking, by redirecting community focus on a cohesive, comprehensive island-wide prevention effort so youths resist pro-alcohol related Choices.

* HI-SPF Goals and Indicators are found in Hawaii State Underage Drinking Plan, Table 15.

Objective (from intervening variables)	Resources that county has and can be used to address this	Evidence-based Strategies (to address contributing factors)	Benchmarks (How will you know you have achieved your objectives? When do you expect to achieve them?)
Objective 1: <i>Reduce underage access to alcohol.</i>	Data from and partnerships with Kaua'i County Liquor Control, and Cancer Research Center and Coalition for Drug Free Hawai'i.	Programs similar to "Community Trials Intervention to Reduce High Risk Drinking" and environmental strategies such as CMCA; media outreach.	Implement two programs that target underage access within first 6 months of contract.
Objective 2: <i>Create change in the behaviors of adolescents and adults regarding</i>	Have partners in Island Wide Prevention Committee who are facilitators of these type of programs.	Programs similar to "Guiding Good Choices". Banners that have anti-underage alcohol messages where pro-	Pre and post testing by using science-based programs that have standardized assessment tools built in.

alcohol.

alcohol messages are illegally posted.

Objective 3:
Affect choices being made by adolescents and adults regarding alcohol.

Have partnerships with Boys and Girls Club, churches, Kahuna Valley.

Programs similar to "LifeSkills".

Compare our students findings with compared with previous programs in Hawai'i.

LOGIC MODELS

DIRECTIONS: Please use the prior pages (labeled as Problem Statement Identification) to develop a logic model for each Problem Statement identified.

Kaua'i County SPF SIG Logic Model					
Problem: On Kaua'i, underage drinking is a significant problem for much of our adolescents ages 12-17, a problem that is greatest among grade 8 students, who reported 27 percent alcohol dependence and abuse -- the highest level of alcohol dependence or abuse in the state for this age group -- and grade 12 students, with 32.4 percent reporting alcohol dependence or abuse.					
Objectives: Reduce underage access to alcohol, create change in the behaviors of adolescents and adults regarding alcohol and affect choices being made by adolescents and adults regarding alcohol.					
Inputs	Activities	Outputs	Outcomes		
			Short Term	Intermediate	Long Term
-Coalition members -Funding -Data from the County's Epidemiological Profile, the Hawai'i Cancer Research Center and Coalition for Drug Free Hawai'i -Liquor compliance and other enforcement data from the County of Kaua'i Department of Liquor Control and Kaua'i Police Department	-Implement public awareness campaigns regarding the problem and risks of underage drinking -Provide information to the community to affect social norms and parental norms -Promote community involvement in restricting alcohol access to youth -Conduct/sponsor underage drinking workshops, forums, and meetings	-Increase in public awareness of social host ordinances and consequences of underage drinking at parties -Increase in public knowledge regarding attitudes and practices in the family that influence youth alcohol use -Community partnerships fostered to help sustain prevention efforts -Facilitate active	- Social and parental norms campaign materials are developed, promoted, and disseminated in Kaua'i schools and town hall centers, as well as published online -Increased community awareness regarding truths about underage drinking and the need to eliminate youth access to alcohol	-Increased compliance and enforcement of laws and policies -Decrease in number of parties involving underage drinking -Increased penalties for adults who procure alcohol for minors -Increased number of youth participating in prevention programs	-Decreased alcohol access to youth -Social norms among the community shift from accepted and expected to less supportive of underage alcohol use -Decrease in current alcohol use by 12-17 year olds, as measured by 30-day alcohol use, from 20% to 16% by 2011

<ul style="list-style-type: none"> -Partnerships with local Island-Wide Prevention Committees and various sectors of the community (non-profits, faith-based, education) -County legislation -Evidence-based programs -Environmental-based strategies and services 	<ul style="list-style-type: none"> -Facilitate youth involvement in policy change -Deliver evidence-based strategies and services -Develop data resources -Liquor commission fees leveraged for education/prevention programs -Initiate environmental-based strategies and services to educate parents and the community 	<ul style="list-style-type: none"> enforcement of laws -Increase in alternative activities for youth -Effectiveness of evidence-based programs measured by pre- and post-tests -Increase in youth leadership in underage drinking prevention 	<ul style="list-style-type: none"> -Increased community support to adopt effective programs/policies for youth prevention -Family members more aware of the dangers of alcohol abuse and dependence among youth -Increase in citations for social host ordinance violations -Students gain knowledge of negative consequences of choosing to drink, and benefits of non-use -Students develop an accurate perception of the acceptability and prevalence of alcohol use -Students become models of pro-social behavior in their schools 	<ul style="list-style-type: none"> -Increase in number of youth who report seeing and agreeing with social norms that most youth are alcohol-free -Students develop a belief that drinking has negative consequences -Students reduce beliefs that alcohol use has positive consequences -Students perceive fewer pro-alcohol pressures from peers -Students gain an increased confidence in their ability to resist pro-alcohol use pressures -A pro-social, non-alcohol use environment is fostered in the schools 	<ul style="list-style-type: none"> -Delayed average age at first use -Reduced number of alcohol-related vehicular accidents among youth -Reduction in intentions to drink among youth
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			<ul style="list-style-type: none">-Students practice skills to resist negative peer pressure-Students increase their positive peer bonding		
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PROBLEM STATEMENT IDENTIFICATION

DIRECTIONS: Complete one of these tables for each problem statement. There should be no more than two problem statements related to underage drinking prevention and no more than two problem statements related to infrastructure building.

Problem Statement: *Kaua'i has weaknesses in capacity and infrastructure that must be addressed in order to effectively and sustainably prevent underage drinking for youths 12-17.*

Goal (*Should be related to HI-SPF Goals and Indicators): To augment capacity and infrastructure related to underage drinking prevention for **all** youth residents on Kaua'i within the age range 12-17, to help support the HI SPF goal of reducing, preventing underage drinking for youths ages 12-17.

Objective (from intervening variables)	Resources that county has and can be used to address this	Evidence-based Strategies (to address contributing factors)	Benchmarks (How will you know you have achieved your objectives? When do you expect to achieve them?)
Objective 1: <i>Augment capacity/infrastructure</i>	Active and coordinated community substance abuse prevention agencies including partnerships with Kaua'i County Liquor Control, and Cancer Research Center and Coalition for Drug Free Hawai'i	Social and policy-making environmental change in facilitating or impeding underage drinking among youth	Increased checkpoints, enforcement and data lead to increased actual and perceived risk and funding support for prevention; August 2011
Objective 2: <i>Ensure all 12-17 year olds on Kaua'i are addressed in underage drinking prevention efforts</i>	Various identified districts (East, West, Central Kaua'i) on-island, each with specific community-identified needs	Provide language assistance services and translated materials to be inclusive; Promising, mentoring practices and evidence-based, school based programs	Pre- and post-program surveys required at onset of programs evaluated; August 2011

*Objective 3:
Allocate and acquire
commitment from other
entities, resources to
sustain key prevention
initiatives*

Grants, partnerships, staff,
interdepartmental help, data

Promising Mentoring
Practices and Evidence-
Based, school based
programs

Commitment to the
prevention goal by additional
partnerships, entities;
measured program outcomes
being met; April 2012

Kaua'i County SPF SIG Logic Model

Problem: Kaua'i has weaknesses in capacity and infrastructure that must be addressed in order to effectively and sustainably prevent underage drinking for youths 12-17.

Objectives: To augment capacity and infrastructure related to underage drinking prevention for all youth residents on Kaua'i within the age range 12-17 and to help support the HI SPF-SIG goal of reducing and preventing underage drinking for youths ages 12-17.

Inputs	Activities	Outputs	Outcomes		
			Short-term	Intermediate	Long-term
-Alcoholics Anonymous/Alanon/ Alateen -Treatment providers -Business Community -Policy Makers -Education Officials -Faith Community -Law Enforcement	- Assess needs and assets -Develop local , underage drinking- specific planning and valuation materials focused on community change -Provide language assistance services and translated material, at no cost to	-New community partners -Ensure all age groups are being served by prevention services -Gaps in services indicated -Braided funding -Ensure all community prevention partners are invited to the	-New volunteers and stakeholders engaged in underage drinking prevention efforts -Increase local government and business support for underage drinking prevention efforts -Increased local media coverage of underage drinking prevention efforts	-Extensive input received from various community sectors -Increase in public support for underage drinking prevention efforts -Additional service providers brought to the table to address existing gaps in services -Increased public	-Widespread community representation involved in prevention efforts -Gaps in services reduced, seamless Continuum of Care established, unduplicated services provided -Resources acquired and allocated to sustain initiatives -Community substance

<p>Officials</p> <ul style="list-style-type: none"> -Prevention Committee -County Advisory Committee -Hawai'i Partnership to Prevent Underage Drinking (HPPUD) Committee -Environmental-based strategy and services -Youth Community Service Organizations 	<p>beneficiaries with limited English proficiency</p> <ul style="list-style-type: none"> -Roll out culturally competent programs -Continue weekly SPF-SIG County Advisory Committee meetings -Host annual Drug Summit with SPF-SIG breakout sessions involving key stakeholders -Solicit community and business support for anti-underage drinking efforts -Engage representatives of various sectors -Coordinate funding streams across prevention agencies and organizations to maximize the 	<p>table</p> <ul style="list-style-type: none"> -Increase public awareness of the risks related to underage drinking -Reduce retail availability of alcohol to minors -Reduce alcohol availability to youth at community events 	<ul style="list-style-type: none"> -Gaps in services indicated -New partnerships with businesses established -Further grant opportunities from private foundations, federal, state, and local agencies identified -Communication among agencies maintained -Increase in community input in retail licensing issues -Increase in volunteer servers trained at community events 	<p>perception of risk of youth alcohol consumption</p> <ul style="list-style-type: none"> -Monetary donations, business sponsorships, and in-kind contributions acquired to continue with prevention efforts -Additional grant proposals written -SPF SIG County Advisory Council and HPPUD Committee re-assigned to the County's Anti-Drug Prevention Committee -Enhanced partnerships with community prevention partners -Reduce alcohol sales to minors at retail outlets and community events -Increase in retail license conditions 	<p>abuse prevention agencies, departments, and stakeholders remain active and coordinated</p> <ul style="list-style-type: none"> -Decrease in self-reported 30-day use of alcohol by 12-17 year olds
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	<p>impact and provide unduplicated services</p> <ul style="list-style-type: none"> -Create Continuum of Care matrix -Sponsor underage drinking forums with youth involvement -Increase youth leadership in underage drinking prevention -Advocate for retail license conditions through signature drives, letters, protests, etc. -Advocate for beer garden conditions at community events 			<ul style="list-style-type: none"> -Increase in percentage of forum participants who will take action to prevent underage drinking 	
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Section 4: Implementation

Describe how the funding will be allocated.

Funding will follow the Competitive Sealed Proposal Procurement process based on HRS 103D Hawai'i Public Procurement Code and Hawai'i Administrative Rules (HAR).

Funding will be allocated to prevention providers based on Request for Proposals to implement evidence-based strategies and programs in alignment with the HI SPF SIG goals. The County of Kaua'i Anti-Drug Program office would also retain funding for the delivery of environmental strategies chosen and the salaries for the SPF SIG Project Specialist, Data Specialist and project equipment, supplies and materials as necessary.

- **If services are provided by subcontractors, include a description of how subcontractors will be selected.**
 - Qualified prevention providers in identified service areas will be selected based on response to requests for proposals.

Describe how the project will operate and who will provide the services needed to implement selected programs/strategies.

The Kauai SPF SIG Project will operate under the County Mayor's Office Anti-Drug Program by the SPF SIG Project Specialist in conjunction with the County Advisory Council, with the supervision of the Anti-Drug Coordinator. Its operations will include site visits, managing contracts and writing and researching grant(s) as necessary.

- **Describe the specific evidence-based strategies or programs you have chosen to implement. Please note that at least one of the strategies proposed should be an environmental strategy.**

Using the National Registry of Evidence Based Programs and Practices, the CAC identified programs but will also consider programs similar to the following seven programs in order to address its underage drinking problem statement for the county of Kaua'i's 12-17 year olds:

- Alcohol Edu for High Schools:
- LifeSkills Training (LST)
- Project Alert
- Project Success
- Guiding Good Choices
- Positive Action
- Community Trials Intervention to Reduce High-Risk Drinking (environmental strategy)
- Communities Mobilizing for Change on Alcohol (environmental strategy)

- **If specific programs have been identified, describe how you selected this evidence-based program. Please indicate the federal registry used, peer journal used or any other sources used to identify and select this strategy or program. If sources other than a federal registry or peer journal were used, please indicate how this strategy meet the four guidelines identified in SAMHSA's *Identifying and Selecting Evidence-based Interventions, Revised January 2009.***

- **If specific programs will be identified by service providers, describe how the county will ensure that the programs funded are evidence-based and meet the standards set forth in SAMHSA's *Identifying and Selecting Evidence-based Interventions, Revised January 2009.***

The Kaua'i County Anti-Drug program also will consider the possible science-based programs that meet at least one of the following criteria:

- a. Included in Federal registries of evidence-based interventions;
- b. Reported (with positive effects on the primary targeted outcome) in peer-reviewed journals or
- c. Documented effectiveness supported by other sources of information and the consensus judgment of informed experts (as specified in the guidelines noted within "Identifying and Selecting Evidence-Based Interventions").

- o **Describe the expected outcomes of the implementation.**
 - a. Programs implemented, expanded
 - b. Youth 12-17 years have less access to alcohol
 - c. First use age of alcohol among Kaua'i 12-17 increases
 - d. Increase in alcohol sales compliance by reducing number of vendors selling alcohol to minors
 - e. Increase in community awareness about the ubiquitous nature of alcohol in Kaua'i culture and the youth alcohol boundaries
 - f. Increase in youth leadership regarding anti-underage drinking message
 - g. Increase in youth perception that underage drinking isn't "OK"

- o **Indicate who will be involved in the implementation process and the roles of each.**

The County of Kaua'i Anti-Drug Coordinator will work with the County of Kauai Department of Finance Grants Program Manager and Assistant Procurement Officer and the County Advisory Council to the SPF SIG as well as with the SPF SIG Project Specialist collaboratively for implementation process of evidence-based programs.

Provide a timeline for activities related to implementation.

The implementation phase will be through April 1, 2010 – September 29, 2011, provided state deadlines to release funding are on schedule:

- County Council Presentation:
January 2010
- Merge all prevention committees with CAC:
January 2010
- Web site updates /Media campaign:
May 2010
- RFP for service providers:
February 2010
- Response answers to service providers:
April 2010
- Roll out Environmental Strategies:
May 2010
- Mobilize communities:
May 2010
- Contracts:
May 2010
- Program implementation:
June 2010
- Evaluation:
Ongoing throughout dependent upon which programs are selected,
Continuous following award, during and after programs are completed.

Please identify how the strategies or programs chosen are culturally appropriate for your target population.

The population to be served was selected based on findings regarding 12-17 year olds on Kaua'i, including that the first-time use of alcohol is age 11 for male children and 13

for female children on Kaua'i;⁸⁸ that 26 percent of 8th graders report they are alcohol-dependant and/or alcohol-abusing;⁸⁹ and that 32 percent of high school seniors reported dependence upon and abuse of alcohol.⁹⁰

In addition, 41 percent of Kaua'i's adolescent population reported lacking close, familial ties⁹¹ and 39 percent of Kaua'i's adolescents reported poor or lack of parental supervision.⁹² These data combined with the finding that nearly 80 percent⁹³ of Kaua'i adolescents report getting alcohol from friends was "not at all difficult" means youth access to alcohol is a significant problem on Kaua'i.

In addition, findings in the Epidemiological Profile of Alcohol Related Behaviors Among Youth for Kaua'i show 72.8 percent of Kaua'i County adolescent males and 64.7 percent of Kaua'i County adolescent females drink regularly; with 40 percent and 36 percent reporting having been drunk at school, respectively⁹⁴.

Finally, as the aforementioned findings within Kaua'i's age group of 12-17 demonstrate the areas in which our adolescents fare worse in the area of underage drinking than the rest of the state, it has become resoundingly obvious to our community and its stakeholders how urgent the need is to take immediate, preventative measures in order to address the problem of underage drinking on our island.

⁸⁸ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 26, fig. 26.

⁸⁹ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 14, fig. 8.

⁹⁰ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 14, fig. 8.

⁹¹ Pearson, Renee Storm, PhD, Hawai'i Department of Health, Alcohol and Drug Abuse Division, Ka Leo O Na Keiki: The 2003 Hawai'i Student Alcohol, Tobacco and Other Drug Use Study 1987-2003, Hawai'i Adolescent Prevention and Treatment Needs Assessment, 2004.

⁹² Pearson, Renee Storm, PhD, Hawai'i Department of Health, Alcohol and Drug Abuse Division, Ka Leo O Na Keiki: The 2003 Hawai'i Student Alcohol, Tobacco and Other Drug Use Study 1987-2003, Hawai'i Adolescent Prevention and Treatment Needs Assessment, 2004.

⁹³ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 35, fig. 41.

⁹⁴ Substance Abuse and Mental Health Services Administration – Center for Substance Prevention: Strategic Prevention Framework –State Incentive Grant Epidemiological Team, County of Kaua'i: Epidemiological Profile of Alcohol-Related Behaviors among Youth (Spring, 2007; Revised March 2008, May 2009) 13, fig. 6.

Section 5: Evaluation

State your commitment to participate in and meet the requirements of ADAD's SPF- SIG Evaluation.

The County of Kaua'i is committed to participate in all evaluation requirements as put forth by ADAD and the Department of Health, and the Hawai'i SPF Plan, page 37, Section 5.

The County of Kaua'i understands the importance of evaluation within the Strategic Prevention Framework and will continue to utilize developed measurement tools, including pre- and post-evidence-based program analysis.

The County has already demonstrated its commitment in recent phases of the SPF SIG by providing all required measurement tools and information for the SPF SIG Epidemiological profile and phases of the project.

In addition, the Anti-Drug Program Office coupled with the Kaua'i County Department of Finance Grants Program Manager will ensure evidence-based programs identified and implemented will have shown data demonstrated the target recipients are youths 12-17 in Kaua'i County, capturing its entire 12-17 demographic, which includes, but isn't limited to, Asian, native Hawaiian, Filipino, Japanese, Caucasian and various other ethnicities and that comprehensive reports addressing all queries by the state are addressed, and that timely dialogue is fostered between entities.

In addition, the County will measure, in aforementioned methods, the outcomes and change or desired effects, and strengths and weaknesses assessed during the evaluation process of the implementation phase.