

Component B OSA Substance Abuse Workplan

| MCP Required Objective: | Work to begin by (date) | Who Is Responsible for leading implementation? | Towns prioritized in year one | Pre-approved Strategies** | Other Strategies (Must go through OSA evidence based strategy approval process before funds can be spent on these) |
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| <p>3.1 Increase effectiveness of local underage drinking law enforcement policies & practices (based on Maine Chiefs of Police/OSA model policy)</p> | <p>11/1/07</p> | <p>Police Advisory Committee</p> | <p>Bucksport</p> | <p>CMCA - Enforcement Collaboration - Coalition-building between the Bucksport Police Department and the Bucksport Bay Healthy Communities Coalition to enhance collaborative efforts to reduce underage drinking. Policy - Departmental policy around underage drinking enforcement, based on model policy. Review implementation efforts by Bucksport Police Department</p> | |

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| | | | | <p>on model policy.</p> <p>Enforcement</p> <p>Increase enforcement actions related to underage drinking, furnishing, and hosting laws</p> <p>Evaluate effectiveness of compliance efforts.</p> | |
| <p>3.2 Increase use of recommended parental monitoring practices for underage drinking</p> | 11/1/07 | <p>Provider Network Subcommittee Health Planning Director</p> | <p>Bucksport Orland Verona Island</p> | <p>Social Marketing Education</p> <p>Highlight OSA Parent Campaign and effective monitoring practices in local media and public access programming, stakeholder websites and PTO groups.</p> | |
| <p>3.3 Increase effectiveness of retailers policies and practices that restrict access to alcohol by underage youth</p> | 11/1/07 | <p>Police Advisory Committee Health Planning Director</p> | <p>Bucksport</p> | <p>CMCA – Policy-Retailers</p> <p>Continue efforts to appeal to Hannaford to increase security efforts by instituting capping system to restrict access to alcohol by underage</p> | |

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| | | | | youth. | |
| 3.10 Reduce appeal of high risk drinking (among 18-25 year olds) by increasing knowledge of the health risks | 12/1/07 | Provider Network Subcommittee Health Planning Director | Bucksport Orland Verona Island | Workplace Wellness Communication Highlight risks associated with high risk drinking in Working on Wellness Program website and wellness worksite programs. | |
| 3.11 Decrease promotions and pricing that encourage high risk drinking among young adults (18-25 year olds) | 12/1/07 | Provider Network Subcommittee Health Planning Director | Bucksport Orland Verona Island | Social Marketing Communication & Policy Change Build a regional public relations campaign through local Chambers to endorse socially responsible retail pricing and promotions. | |