

All SPF-SIG funded Substance Abuse Prevention Strategies must meet the criteria for evidence-based prevention strategy based on the guidelines from SAMHSA. Please read the *OSA SPF-SIG Strategy Approval Guide*, before filling out this “Component B OSA Substance Abuse Workplan.” For all strategies in “Other Strategies” column, please fill out the forms provided in the guide and submit to the Office of Substance Abuse. To access and download the guide and required forms, go to <http://www.maine.gov/dhhs/osa/prevention/community/spfsig/>

<b>Component B OSA Substance Abuse Workplan</b>					
<b>MCP Required Objective:</b>	<b>Work to begin by (date)</b>	<b>Who Is Responsible for leading implementation ?</b>	<b>Towns prioritized in year one</b>	<b>Pre-approved Strategies**</b>	<b>Other Strategies</b> (Must go through OSA evidence based strategy approval process before funds can be spent on these)
<b>3.1</b> Increase effectiveness of local underage drinking law enforcement policies & practices (based on Maine Chiefs of Police/OSA model policy)	Sept 07	Steve Roiphe – lead  URHC Advisory Board: John DeLeo, Ellsworth Chief of Police - resource  Scott Kane, Hancock Co. Sheriff’s Office - resource	Amherst, Aurora, Central Hancock unorg., Dedham, Eastbrook, Ellsworth, Franklin, Gouldsboro, Hancock, Mariaville, Osborn, Otis, Sorrento, Sullivan, Waltham, Winter Harbor.	The Ellsworth Police Department and the Hancock County Sheriff’s Department implemented the Maine Chief’s of Police model policy in 2006. There is a county-wide underage drinking task force made up of multiple law-enforcement agencies that respond together to underage drinking events.	<u>Fit with State &amp; Federal guidelines:</u>  “ <i>Enforcement:</i> Increase enforcement actions related to underage drinking, furnishing, and hosting laws.” For “ <b>Party Patrols</b> ,” see <a href="http://www.udetc.org/documents/UnderageDrinking.pdf">http://www.udetc.org/documents/UnderageDrinking.pdf</a> . Also see bibliographical references under “ <b>Enforcement of possession laws &amp; deterrence</b> ” & “ <b>Enforcement of social host laws &amp; deterrence.</b> ”  “ <i>Collaboration:</i> Coalition-building between law enforcement and prevention community to establish underage drinking enforcement as shared priority.”  “ <i>Policy:</i> Departmental policy around underage drinking enforcement, based on model policy.” For “ <b>Maine Model Policy from Maine Chiefs of Police Association &amp; OSA</b> ”, see <a href="http://www.maine.gov/dhhs/osa/prevention/lawenforc">http://www.maine.gov/dhhs/osa/prevention/lawenforc</a>

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<p><b>3.2</b> Increase use of recommended parental monitoring practices for underage drinking</p>	<p>Dec 07</p>	<p>Steve Roiphe – lead Ellsworth School Dept SHLT Union 92 SHLT</p>	<p>Amherst, Aurora, Central Hancock unorg., Eastbrook, Ellsworth, Hancock, Mariaville, Osborn, Otis, Waltham.</p>	<p>CMCA, social norms marketing campaign, including student surveys, teacher and parent presentations each year, and outreach through local news media. We plan to also send postcards to parents. Regional partners are supportive of a two-county marketing campaign, with involvement of all media and law enforcement partners.</p>	<p><u>Fit with State &amp; Federal guidelines:</u></p> <p><i>Communications</i>: Social marketing campaign &amp; materials targeting parents; publicize school policies and law enforcement policies regarding underage drinking.” For “<b>OSA Parent Campaign/Social marketing materials</b>,” see <a href="http://www.maineparents.net/tv_ads.html">http://www.maineparents.net/tv_ads.html</a> (TV ads), and <a href="http://www.maineparents.net/useful_info_for_parents.html">http://www.maineparents.net/useful_info_for_parents.html</a></p> <p>“<i>Collaboration</i>: Partnership with local media, parent groups, schools, doctor’s offices, businesses, etc. to get the message out.” [Note: URHC’s strategies above include “law enforcement partners” as well.]</p> <p>“<i>Education</i>: Community parent meetings to educate parents about effective monitoring practices.”</p>
<p><b>3.3</b> Increase effectiveness of retailers policies and practices that</p>	<p>Oct 07</p>	<p>Michelle O’Meara – lead  My Choice students and</p>	<p>Amherst, Aurora, Central Hancock unorg., Eastbrook, Ellsworth,</p>	<p>Existing YAP groups (My Choice and SHAG) will develop plans and interventions, including Sticker</p>	<p><u>Fit with State &amp; Federal guidelines:</u></p> <p>“<i>Enforcement</i>: Retail Compliance Checks; investigation of underage drinking incidents to ensure retail violations are addressed.” [Lines up with SPEP process; also, can cross reference our enforcement</p>

<p>restrict access to alcohol by underage youth</p>		<p>advisors (U96)  Student Health Awareness Group and advisors (Ellsworth)</p>	<p>Franklin, Gouldsboro, Hancock, Mariaville, Osborn, Otis, Sorrento, Sullivan, Waltham, Winter Harbor.</p>	<p>Shock. These groups are part of our CMCA program, which will also include community marketing.</p>	<p>efforts with Objective 3.1.]</p> <p>“<i>Collaboration</i>: Community organizing for policy changes to reduce youth access to alcohol; Collaboration with retailers to prioritize reducing underage access and implement strategies such as voluntary mystery shopper program.” [Lines up with CMCA, see Objective 3.2] Under “<b>CMCA/University of Minnesota</b>,” see bibliographical reference as well as web link: <a href="http://www.epi.umn.edu/alcohol/cmca/index.shtm">http://www.epi.umn.edu/alcohol/cmca/index.shtm</a>.</p> <p>Also note: The “Sticker Shock” campaign, too, appears to apply under Collaboration, as well as under “Communications” below. Although the State does not include a reference to Sticker Shock here under Objective 3.3, it does reference the web link under Objective 3.1 on page 18 of this Approval Guide: <a href="http://www.maine.gov/dhhs/osa/prevention/youth/sticker.htm">http://www.maine.gov/dhhs/osa/prevention/youth/sticker.htm</a>.] Under “<b>Community Trials/PIRE</b>,” see bibliographical reference plus web link <a href="http://www.pire.org/CommunityTrials/">http://www.pire.org/CommunityTrials/</a>.</p> <p>“<i>Education</i>: Merchant education, Clerk training, Responsible Beverage Service Training (RBS).” Under “<b>Responsible Sales Guides/UDET/PIRE/OJJDP</b>,” see <a href="http://www.udetc.org/documents/PreventingSales.pdf">http://www.udetc.org/documents/PreventingSales.pdf</a> (Merchant Education Programs).</p> <p>“<i>Communications</i>: Alcohol Warning Posters; Strategic use of the Media to increase public perception that the laws are being enforced and that retailers will not sell to minors.”</p> <p>“<i>Policy –Retailers</i>: Minimum age of seller</p>
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<p><b>3.10</b> Reduce appeal of high risk drinking (among 18-25 year olds) by increasing knowledge of the health</p>	<p>Jan 08</p>	<p>Steve Roiphe – lead  Jim Fisher – resource  Hancock Co. SPEP partners, including law enforcement</p>	<p>Amherst, Aurora, Central Hancock unorg., Dedham, Eastbrook, Ellsworth, Franklin, Gouldsboro, Hancock, Mariaville,</p>	<p>Communications and collaboration strategies, including self-help materials will be included in both our Worksite Wellness programming and our “It’s True!!”/Social Norms Marketing campaign. Process Step 1-2: Our SPEP</p>	<p><u>Fit with State &amp; Federal guidelines:</u></p> <p>“<i>Communications</i>: Distribute information about available assessment-feedback services, educational programs and/or “self-help” materials including self-administered survey and feedback. Conduct media advocacy to increase public awareness of consequences resulting from high-risk drinking. Include information regarding health and safety risks and consequences of violating policy when employees are informed of the employer’s drug-free workplace policy.”</p>

risks			Osborn, Otis, Sorrento, Sullivan, Waltham, Winter Harbor.	<p>process has identified knowledge of health risks as an intervening variable in high risk drinking in young adults. Strategies proposed include early intervention, communication, collaboration, a social norms campaign, and increased enforcement.</p> <p>Process Steps 3-4: The HMP Action Team, with input from our SPEP partners, the Hancock County Substance Abuse Prevention Plan, and URHC Advisory Board, will develop a community marketing plan. Process Step 5: Work with state partners to identify sources of data on this age group. Monitor when available."</p>	<p><i>“Collaboration:</i> Work with colleges and workplaces to distribute informational materials and/or pass policies to institutionalize the program.” For other <b>“Alcohol and Drug-Free Workplace Programs,”</b> see: <a href="http://www.workplace.samhsa.gov/WPResearch/CollaborativeResearch/GoodBusiness.pdf">http://www.workplace.samhsa.gov/WPResearch/CollaborativeResearch/GoodBusiness.pdf</a>; <a href="http://pubs.niaaa.nih.gov/publications/aa44.htm">http://pubs.niaaa.nih.gov/publications/aa44.htm</a>; <a href="http://www.maineosa.org/prevention/workplace">www.maineosa.org/prevention/workplace</a>; &amp; <a href="http://www.dol.gov/asp/programs/drugs/workingpartners/dfworkplace/dfwp.asp">www.dol.gov/asp/programs/drugs/workingpartners/dfworkplace/dfwp.asp</a>.</p> <p>If we do further work with college-age students in Hancock County, see <b>“Brief Alcohol Screening and Intervention for College Students”</b>: <a href="http://modelprograms.samhsa.gov/pdfs/model/BASIC_S.pdf">http://modelprograms.samhsa.gov/pdfs/model/BASIC_S.pdf</a>.</p> <p><i>“Enforcement:</i> Drug-free workplace policy enforced consistently with communication of policy, education, assessment and referral to treatment as important supporting components.”</p>
<b>3.11</b> Decrease promotions	Feb 2008	Steve Roiphe – lead	Amherst, Aurora, Central Hancock unorg.,	Process step 1: Develop relationships with the Chamber leaders and	<p>Fit with State &amp; Federal guidelines:</p> <p><i>“Collaboration:</i> Collaboration with retailers to limit promotions that encourage high-risk drinking,</p>

<p>and pricing that encourage high risk drinking among young adults (18-25 year olds)</p>		<p>Jim Fisher – resource</p> <p>Hancock Co. SEEP partners, including law enforcement</p>	<p>Dedham, Eastbrook, Ellsworth, Franklin, Goulsboro, Hancock, Mariaville, Osborn, Otis, Sorrento, Sullivan, Waltham, Winter Harbor.</p>	<p>members. Be aware that C of C members represent retailers with the potential for adverse financial impact of this objective. Consider presenting high risk drinking as a worksite wellness initiative instead. Process step 2: Identify Chamber members that participate in promotions and pricing that affect young adults. Gather information for brief presentation. Process step 3: With URHC Advisory Board and Chamber leaders, develop action plan. Process step 4: Implement plan in partnership with Chamber of Commerce. Process step 5: Identify sources for indicators of young adult high risk drinking. Monitor</p>	<p>including cheap drink specials. Community mobilizing for local and state-level policy changes to limit promotions and increase pricing.” Regarding possible ways to understand Chamber Members’ pricing concerns, see web link: <a href="http://www.alcoholpolicymd.com/alcohol_and_health/study_high_risk.htm">http://www.alcoholpolicymd.com/alcohol_and_health/study_high_risk.htm</a> (Limits on low pricing &amp; promotions).</p> <p>“<i>Education</i>: Merchant education about the negative impacts of low pricing and promotions.” [Fits well with our Process step 2 above, “Gather information for brief presentation.”]</p> <p>“<i>Policy –Retailers</i>: Bar Owners’ Agreement/Policy to limit pricing specials, limit serving sizes, only one drink per customer at a time, etc.” [Fits well with our Process step 4 above, “Implement plan in partnership with Chamber of Commerce.] For “<b>Pricing</b>,” see bibliographical reference and the following web link: <a href="http://www.cspinet.org/booze/taxguide/TaxIndex.htm">http://www.cspinet.org/booze/taxguide/TaxIndex.htm</a> (Alcohol taxes).</p> <p>“<i>Policy-College or Workplace</i>: Policies to reduce high-risk drinking among legal drinkers at college or workplace parties where alcohol service is appropriate. E.g. no self-service of alcohol; no free or low-cost alcohol; limit serving sizes; only one drink per customer at a time; comparably priced and equally appealing non-alcoholic beverages.” <b>For ideas on possible “worksite wellness” initiatives, see the following web links:</b> <a href="http://pubs.niaaa.nih.gov/publications/aa44.htm">http://pubs.niaaa.nih.gov/publications/aa44.htm</a> (National Inst. on Alcohol Abuse and Alcohol in the Workplace); <a href="http://www.dol.gov/asp/programs/drugs/workingpartners/sp_iss/ninetips.asp">www.dol.gov/asp/programs/drugs/workingpartners/sp_iss/ninetips.asp</a> (“Impaired Driving - Nine</p>
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					<p>tips for Office Celebrations”); &amp; <a href="http://dwp.samhsa.gov/DrugTesting/Files_Drug_Testing/FactSheet/factsheet041906.aspx">http://dwp.samhsa.gov/DrugTesting/Files_Drug_Testing/FactSheet/factsheet041906.aspx</a> (CSAP, <b>Drugs in the Workplace Fact Sheet</b>).</p> <p>For further ideas on “<b>Workplace policy change</b>,” visit Maine Office of Substance Abuse, Substance Abuse and the Workplace Program: <a href="http://www.maineosa.org/prevention/workplace">www.maineosa.org/prevention/workplace</a>.</p> <p>“<i>Policy- State</i>: Limits on cheap drink specials and other promotions that encourage high-risk drinking. Increase price of alcohol.” For ideas on “<b>State-level policy change</b>” which we might collaborate with Chamber Members to impact, contact Maine Association of Prevention Programs &amp; Maine Alcohol Impact Coalition: <a href="mailto:mshaughnessy@masap.org">mshaughnessy@masap.org</a>.</p> <p>“<i>Enforcement</i>: Compliance checks to make sure pricing and promotions are compliant with law. Increase communication with law enforcement and Liquor Licensing regarding citizen concerns about promotions by local establishments. Ensure that Drug-Free Workplace Policies are followed when planning work-sponsored events.” For “<b>Title 28-A Maine Liquor Laws</b>,” visit <a href="http://janus.state.me.us/legis/statutes/">http://janus.state.me.us/legis/statutes/</a></p>
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