

Preventing High Risk Drinking in 18-24 Year Olds Through Increasing Health Literacy



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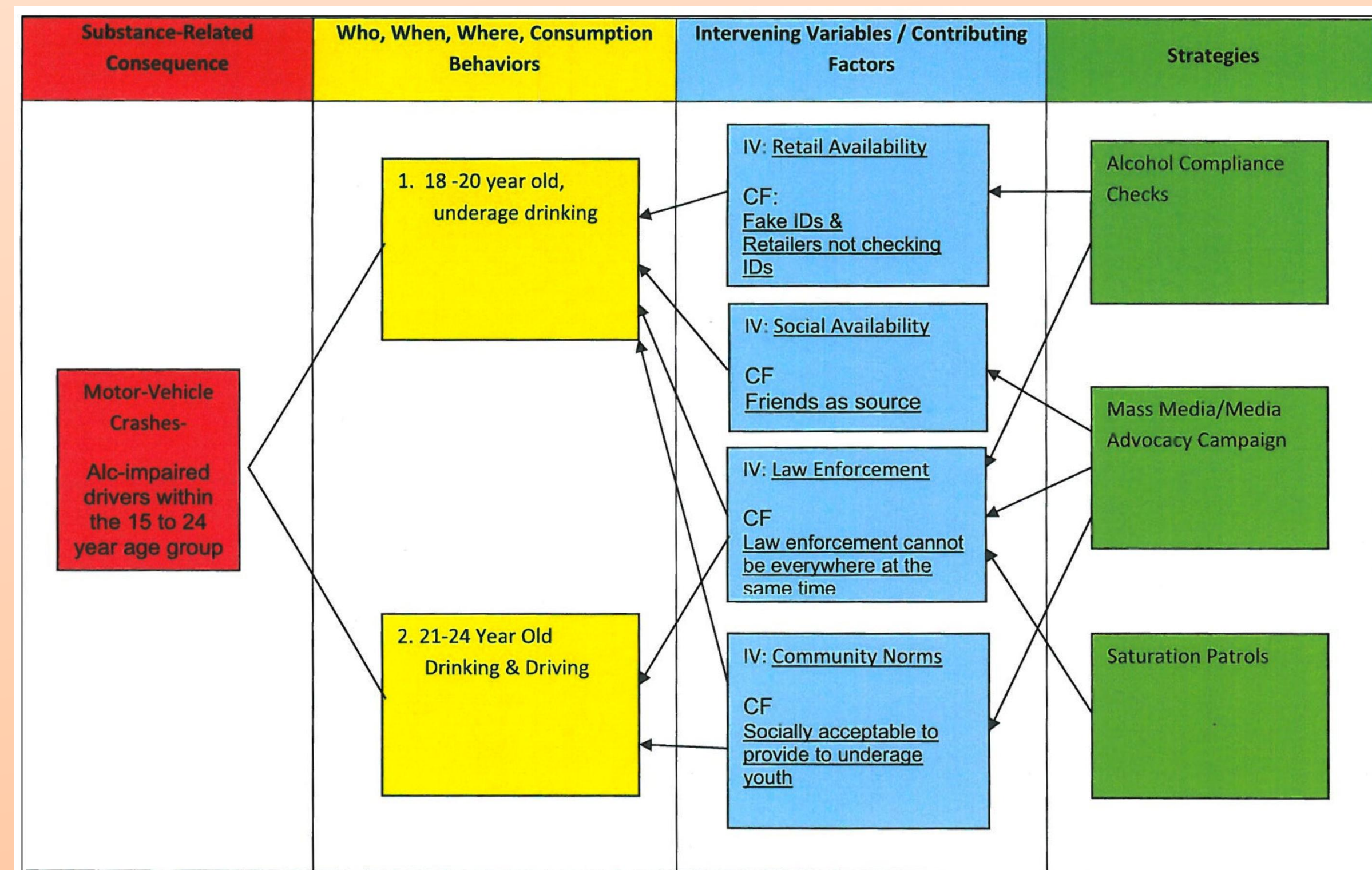
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Purpose and Logic Model

- (1) To Decrease Binge Drinking Among 21-24 Year Olds
- (2) To Decrease Underage Binge Drinking Among 15-20 Year Olds
- (3) To Decrease Motor-Vehicle Crashes Among 15-24 Year Old Alcohol Impaired Drivers



Strategic Prevention Framework



Activities

Epidemiology of Motor Vehicle Accidents Involving Alcohol Impaired Drivers

Alcohol Behavior Survey • 18-24 year olds (n=337) surveyed



Underage Buying • Community Forums

Saturation Patrols

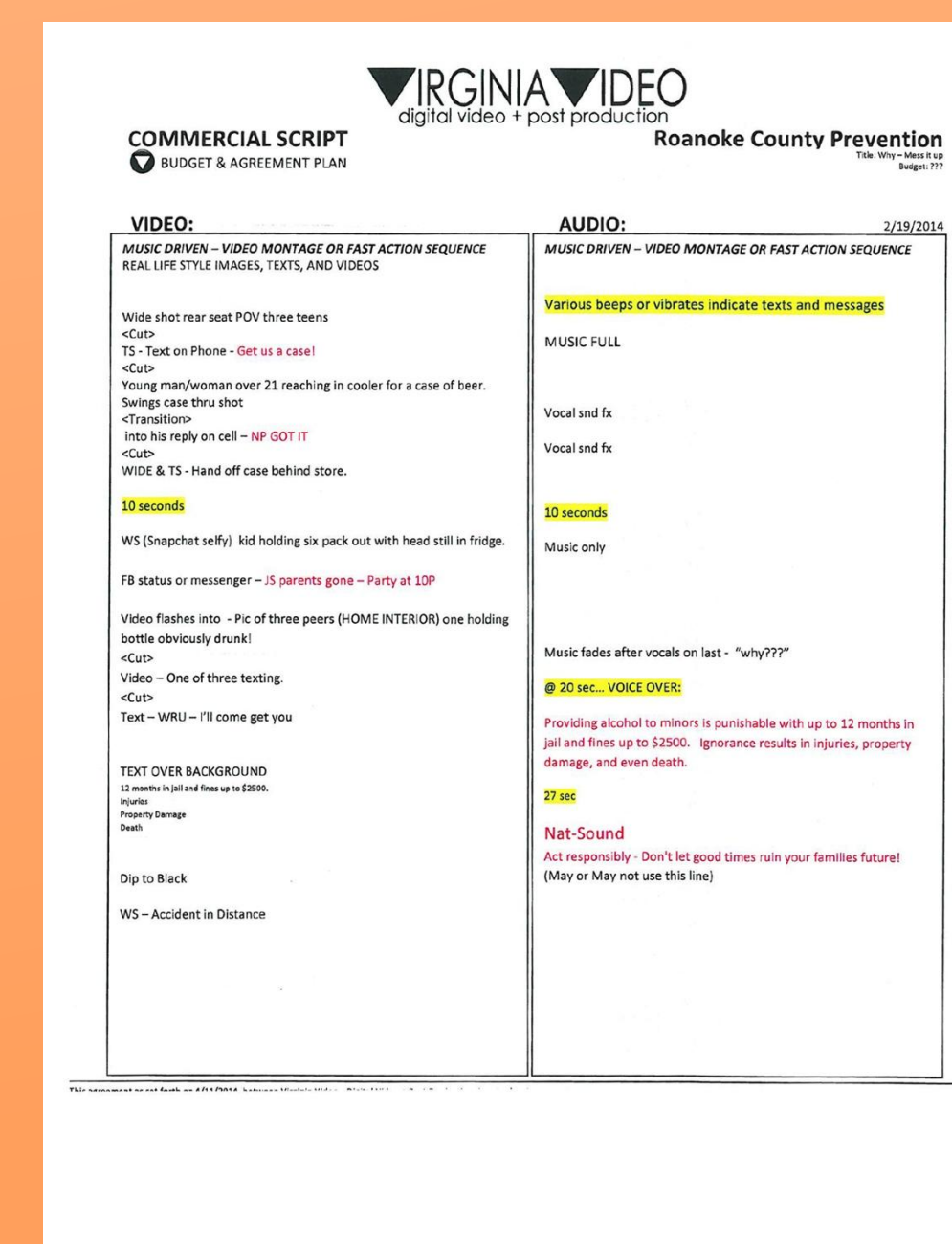
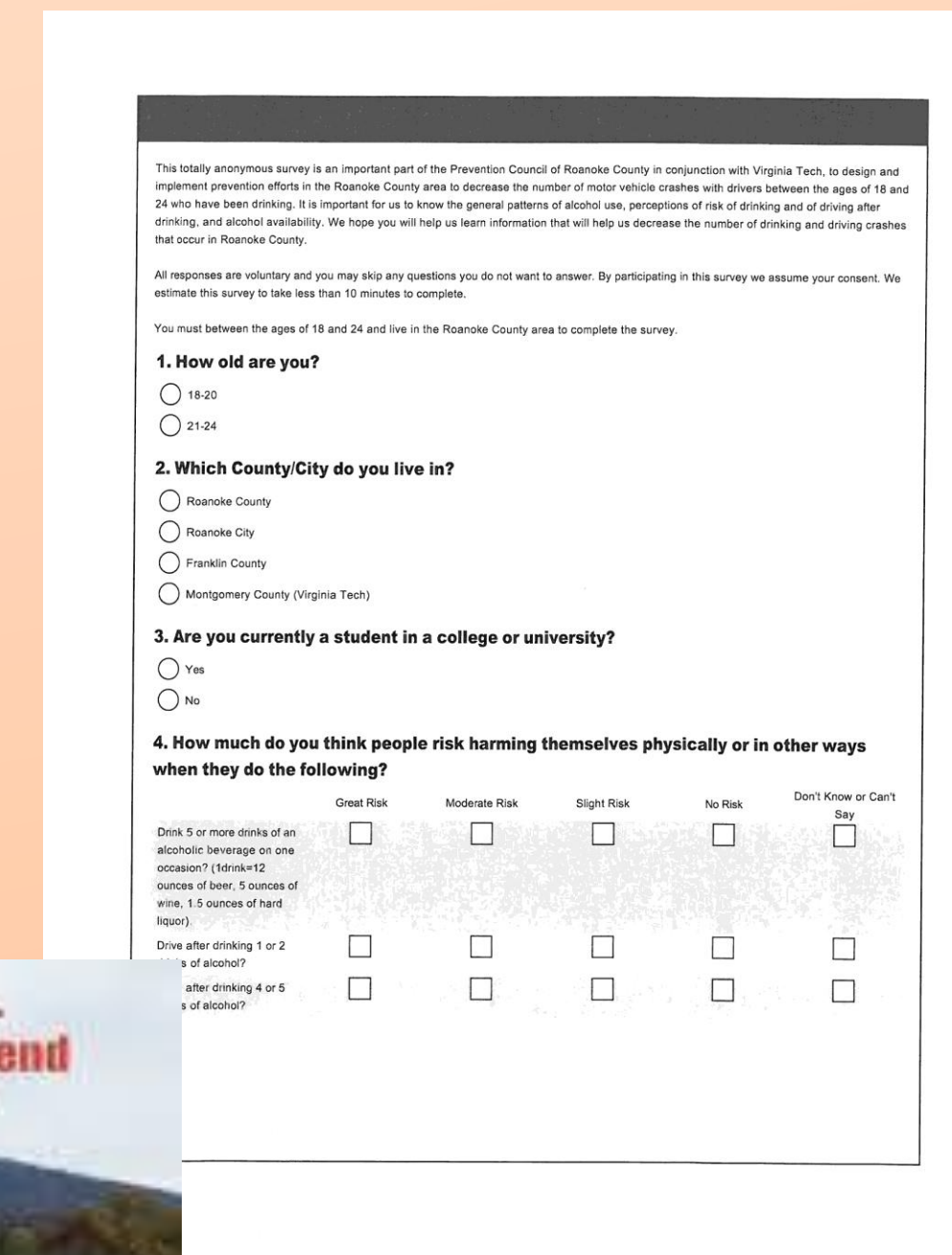
- Assessed the location and time of crashes to define "high risk" locations
- Targeted saturation patrols on weekends and holidays of particular concern



Increased Awareness Through Collaborative PSAs

- Joined forces with Roanoke City, Campbell County, and Franklin County to produce the "What's Your Plan?" PSAs to promote safe ways of getting home

Focus Groups • PSAs Reviewed



Results

- ✓ 73.6% (n=248) had heard media messages regarding increased enforcement efforts to catch people drinking and driving (34.6% from multiple sources – TV, Radio, Cinema)
- ✓ 74.8% (n=252) felt the media messages regarding increased enforcement efforts to catch people drinking and driving were easily understandable.
- ✓ 72.7% (n=245) responded positively to media messages regarding increased enforcement efforts.
- ✓ 62.7% (n=212) knew the legal consequences of a person over 21 providing alcohol to someone under 21.
- ✓ 29.6% (n=100) had seen or heard reports about Virginia Alcohol Beverage Control (ABC) enforcement of "Happy Hour" regulations
- ✓ 58.1% (n=197) strongly agreed or agreed that Roanoke County Police have increased efforts to catch people drinking and driving
- ✓ Highest frequencies for motor vehicle crashes with alcohol-impaired drivers 15-14 were April and May (same for Virginia)
- ✓ 60% reduction in DUIs

Future Efforts

- Another administration of the Alcohol Behavior Survey
- Examining data bases to ascertain decreases in underage buying, DUIs, high risk drinking among 15-24 year olds