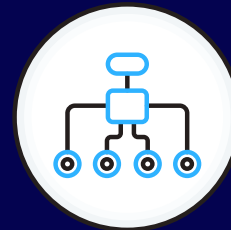


Coalition Capacity Building



TCF will have the opportunity to integrate coalition work into community fabric

2020

Long Term Outcomes

From 2014 to 2018:

- 11th grade past 30 day use decreased **13%**
- 12th grade past 30 day use decreased **6%**

Coalition Vitality:

- 7 TYTF Exec. Board Members
- 62 TYTF Members
- 45 Youth Asset Team Students

Engagement:

- Over 400,000+ campaign views
- 5,670 TYTF student and adult volunteer hours
- \$139,992 of volunteer time



Coming Soon...

Partners re-design and launch "Our Darien" campaign with emphasis on mental health, community values and pressure to achieve.



www.facebook.com/ourdarien
www.ourdarien.com

TYTF Leadership redesigns leadership structure and processes

2019

Short Term Outcomes

- increase in parents who have "some or a lot" of knowledge re: the teen brain
- increase in 11th and 12th grade parents who are talking to their children re: underage drinking
- decrease in parents serving minors

500+

Darien residents engage in community conversation about youth assets and substance use patterns

2018

↑ 18%

↑ 36%

↓ 29%

2,500+

Student and Parent surveys conducted in partnership with Darien Public Schools

2017



Phase 1: Wake-up call highlighting Darien alcohol use data
Phase 2: Teen Brain & Social Hosting Law
Phase 3: Parent Role-Modeling

Colangelo Synergy Marketing designs the "Our Darien" social marketing campaign (\$200,000+ in kind gift)

2016

TYTF launches "Our Darien" social marketing campaign to reset alcohol norms and use

TYTF hires a full time coordinator; leads completion of a Darien Youth Community Needs Assessment; and sets goal to address alcohol norms and consumption



2015

Evidence-Based Prevention Strategies