


We Believe In A #LifeNotWasted



Coalition Capacity

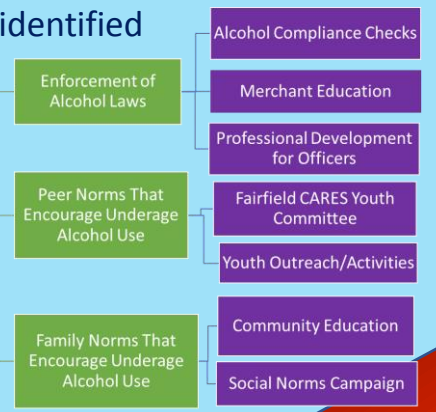
FC completes Community Needs Assessment

Determines alcohol as the priority youth substance

 CSC Grant received from DMHAS in partnership with Positive Directions

Peer and Social Norms and Enforcement of Liquor Laws goals identified

Underage Alcohol Use



2015
Needs Assessment and Capacity



1,432 Social Media Followers

www.fairfieldct.org/fairfieldcares

- ✓ Chief of Police becomes Co-Chair. Strong collaboration on enforcement.
- ✓ Strategic and Implementation Plans Completed
- ✓ 12+ Community Stakeholder Sectors Represented
- ✓ Student Surveys Conducted
- ✓ FC Youth Committee Developed



Carma Creative Marketing works with Fairfield Youth to design Social Norms Campaign incorporating local data

2017
Implementation



#LifeNotWasted and Not Under Our Roof campaign launches to address peer and social norms and enforcement of liquor laws

Fairfield Police Department partners on alcohol merchant training and ID mat distribution

Social Norms Campaign incorporated into Fairfield Public Schools Health Curriculum

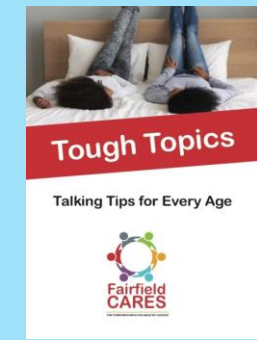
2018
Evaluation

- Short Term Outcomes**
- ✓ 18% increase in parent knowledge of effects of alcohol on the brain
 - ✓ 10% increase in parent rules that discourage underage drinking
 - ✓ 6% increase in Social Host Law Knowledge
 - ✓ 100% Merchant Compliance
 - ✓ 47% decrease in the # of DUI's

Coalition Vitality Assessment to promote continuous improvement

2019
Sustainability

- Long Term Outcomes**
- ✓ 25% increase in 12th graders who report parent disapproval of underage drinking
 - ✓ 4% decrease in 30 day use among youth grades 7-12



- Coalition Forward**
1. Emerging Trends: Address Community and Youth Developmental Asset Gaps
 2. Secure diverse sources of **Funding**
 3. Sustain and Expand Community **Partnerships**
 4. Continue to engage **Youth** in decision making and initiatives
 5. **Social Norms:** Continue cross sector awareness and education on youth substance use
 6. Maintain **Law Enforcement** presence within the coalition
 7. Host Community **Events and Programming**

Evidenced Based Strategies

