

Grantee Profile

Marin County

Reducing Binge Drinking in the Tamalpais Union High School District

Mobilize students and parents in the Tamalpais Union School District to reduce binge drinking through norm changes, policy development, education, media and community organizing. The ultimate vision is a healthy and safe school district and community free from binge drinking and related problems. The primary outcomes of this initiative are to: 1) Reduce the number of students engaged in binge drinking; 2) Reduce the number of settings where youth engage in binge drinking; 3) Increase the number of students referred to community resources to address binge drinking behavior.

PROGRAM COMPONENT 1. *Reduce binge drinking by 30% in the Tamalpais Union School District (Redwood, Drake & Tamalpais High Schools*

Population(s) Served

- Youth at high risk or binge drinking youth at Redwood, Tamalpais and Drake High Schools, 973 9th graders and 908 11th graders

Program Settings

- School-based
- Community-based

Science-Based Criteria

The following SAMHSA evidence based models:

- Communities Mobilizing for Change on Alcohol
- Project SUCCESS
- Challenging College Alcohol Abuse
- Saving Lives
- Community Trials Intervention to Reduce High-Risk Drinking

Program Strategies

- Problem identification & referral
- Recruitment, training & leadership development of youth & parents
- Implement environmental strategies to mobilize the schools & communities in the Tam District around the issue of reducing binge drinking
- Increased media attention to the issue of binge drinking
- Environmental prevention activities (policy advocacy, media, social norms campaigns)

Risk Characteristics of Target Population

- Social norms that support binge drinking behavior
- Easy access to alcohol from friends and family
- Lack of student, parental & community involvement in school efforts to curb binge drinking

Planning and Collaboration

ADP will collaborate with the Tamalpais Union School District and the sub-recipients, including parent leadership, media, problem identification and referral and evaluation. Intended to work in partnership with existing County efforts to address high rate of alcohol users under the County AOD Strategic Plan.

Evaluation

External evaluator, MK Associates

Data obtained through a variety of sources including: BACR, New Perspectives, Tam District Report, California Health Interview Survey, California Healthy Kids Survey, Tamalpais Union High, Key Findings, California Student Survey, Marin County Division of Alcohol, Drug & Tobacco Program Focus Groups, Marin County, Parent University Survey, Marin Youth Health Advisory Council, Access Survey and Youth Leadership Institute. Data will be tracked with tools developed by the evaluator. Will be shared

with AOD Collaborative meetings and integrated into the evaluation process for the County Prevention Strategic Plan.

Sample Performance Indicators

- Data collected from self-assessment tools; school district suspension and referral reports
- Number of youth and parents recruited
- Number of training sessions
- Media tracking; feedback from parent and student focus groups and/or parent and youth survey

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