

Monroe County



SPF SIG

Asset Building Coalition Strategic Plan

June 2008

Generated for Monroe County community leaders and state policy-makers by the Asset Building Coalition in partnership with the Monroe County Commissioners, this strategic plan and epidemiological profile presents data and analysis to support the development of a framework for advancing the mission of the Asset Building Coalition and the Indiana Substance Abuse Prevention System.

This document and the efforts described herein were funded through a Strategic Prevention Framework State Incentive Grant (SPF SIG) from the Department of Health and Human Services, Public Health Service, Substance Abuse and Mental Health Services Administration (SAMHSA), and the Center for Substance Abuse Prevention (CSAP).



The mission of the Asset Building Coalition is to improve the quality of life for the entire community, and to sustain a recognized coalition that promotes asset-building and life skills!

To accomplish this mission, the coalition pledges:

- To collaborate with community partners with similar missions and to mobilize community resources to implement the Coalition’s responsibilities.
- To establish a quality, science-based alcohol, tobacco and other drug abuse prevention initiative that supports and complements other initiatives in Monroe County.

The focus of the ABC:

Promoting Developmental Assets

Increasing Protective factors

Reducing Risk Factors

The ABC sets Community prevention priorities and is an 501 (c)(3) corporation. The ABC serves as the prevention arm of the Bloomington CARES Board (our Local Coordinating Council – LCC) established in 1983.

Forward

Alcohol, specifically underage and binge drinking is the priority under which our community received funding by the Indiana Strategic Prevention Framework from the Department of Health and Human Services, Public Health Service, Substance Abuse and Mental Health Services Administration (SAMHSA), and the Center for Substance Abuse Prevention (CSAP):

As established in the State Epidemiological Profile (SEOW), Monroe County ranks 19th out of the 92 Indiana counties in terms of proxy indicators for alcohol. These indicators present a safety hazard to all residents of Monroe County. Below is a summary list of county level consequences of alcohol use and abuse highlighted in this profile.

- Number of arrests for illegal possession/consumption of alcohol.
- Number of arrests for public intoxication.
- Number of arrests for driving while under the influence.
- Number and rate of alcohol related fatal auto accidents.
- Number and rate of alcohol-related crashes.
- Number of Bloomington Hospital Admits with alcohol as primary and secondary diagnosis.
- Number of people with sexually transmitted diseases.

The Indiana Strategic Prevention Framework Process

The Indiana Strategic Prevention Framework (see graphic below) is a process guide for prevention professionals and community stakeholders to follow when planning and implementing prevention initiatives for their community. It is a five step process that encompasses the best practices of prevention and is designed to bring community stakeholders together in collaboration through various workgroups. Key ideas include a lifespan focus, community-level change, data driven decision making, and the implementation and evaluation of evidence-based programs.

In Monroe County, the Strategic Prevention Framework (SPF) is being employed to address underage and binge drinking. This epi profile is part of the first step - assessment.



The Five Steps:

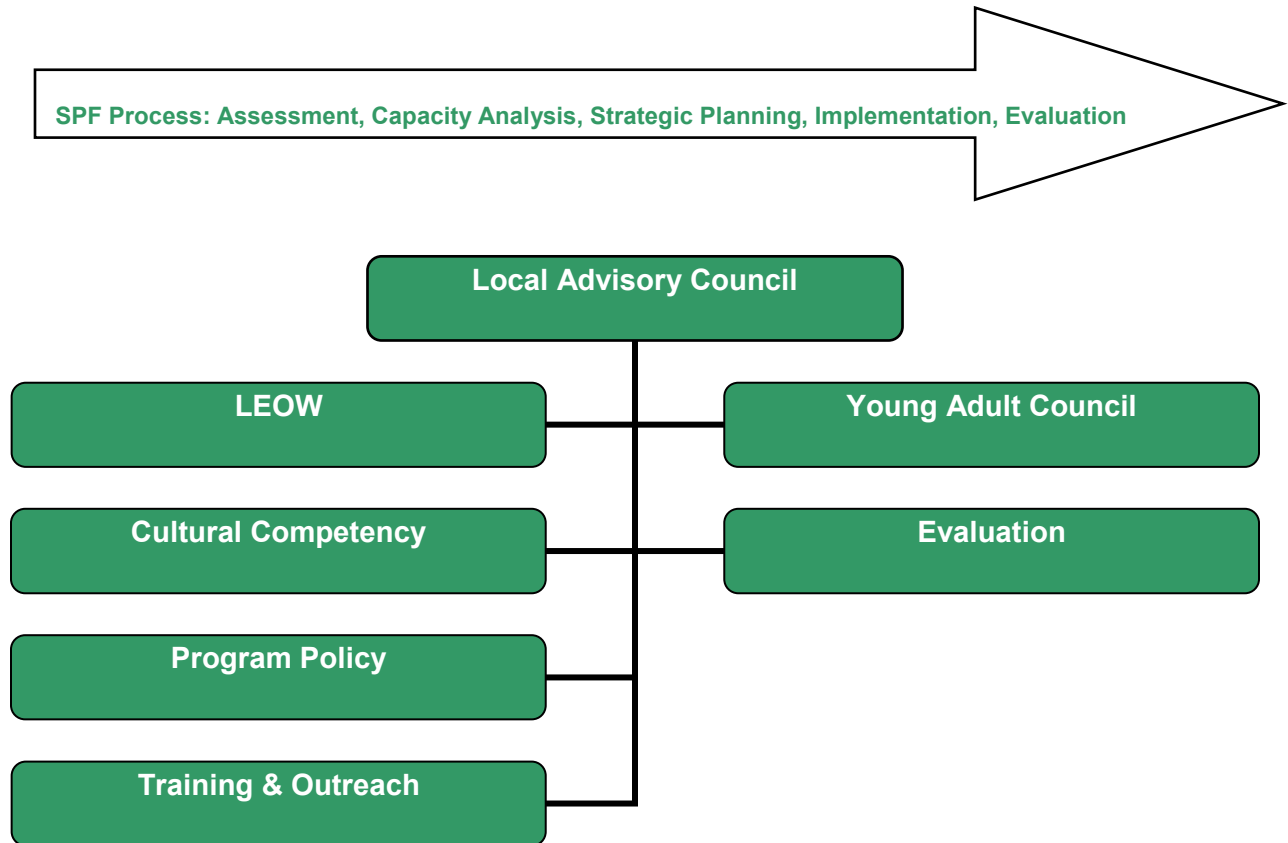
1. **Assessment**
Profile population needs, resources, and readiness to address the problems and gaps in service delivery.
2. **Capacity**
Mobilize and/or build capacity to address needs.
3. **Planning**
Develop a comprehensive strategic plan.
4. **Implementation**
Implement evidence-based prevention strategies and infrastructure development activities.
5. **Evaluation**
Monitor process, evaluate effectiveness, sustain effective programs/activities, and improve or replace those that fail.

The concurrent goals of Cultural Competency & Sustainability are integral to each part of the framework as a community moves through the process.

Monroe County Workgroups have been established for each phase of the framework –

The Local Epidemiological Outcomes Workgroup (LEOW), is part of the assessment phase. The Monroe County LEOW members are volunteers from stakeholder agencies with a public health and safety orientation who have contributed local data for this epi profile and aided in the analysis of any data compiled.

SPF SIG Project 1825 Workgroups Mapping



LEOW Mission

We are a multi agency network whose common aim is the assessment of alcohol abuse patterns, trends, and emerging problems within Monroe County.

Workgroup data sharing and analysis will provide the foundation of information for public health response. Our ultimate goal is the reduction of alcohol abuse and its related consequences.

LEOW Members

LEOW Chairperson Susan Forney
Ex. Dir. Asset Building Coalition
SPF SIG Project Director

Linda Hanek
SPF SIG Program Director
Asset Building Coalition

Eric V. Martin
Technical Advisor for Data Analysis
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Troy Hatfield
Probation Officer
Monroe County Probation Department

Matt Wysocki
Director of Workforce Initiatives
The Greater Bloomington Chamber of
Commerce

S.P.O. James E. Graft
Police/School Liaison Officer
Bloomington Police Department

Merrill Hatlen
Grants Consultant
Indiana Prevention Resource Center

Methods

LEOW members represent local agencies where data about the patterns of use and negative consequences of alcohol are maintained. Members meet regularly one time per month to provide, review, compare, and draw inferences from data. When expedient, LEOW members meet individually with the LEOW Chairperson and/or SPF SIG staff toward data collection or comparative analysis.

Primary Objectives

- Determine who are exhibiting the most significant negative consequences.
- Identify demographic characteristics (e.g. age, ethnicity, race, gender, education level, socio-economic status, sexual orientation, individuals within the criminal justice system.)
- Identify when, where, and under what conditions groups are using/abusing.
- Identify environmental variables encouraging or discouraging use/abuse.
What attitudes, beliefs, knowledge and behaviors in each domain are encouraging or discouraging uses? (e.g. individual, peer, family, community)
- Identify alcohol abuse patterns in defined geographic areas.
- Identify changes in alcohol abuse patterns over defined time periods to establish trends.
- Detect emerging substances of abuse.
- Promote or further develop cross agency partnerships toward strengthening community prevention capacities and sustainability.
- Disseminate Epidemiological Report to members and appropriate community agencies for the development of policies, practices, prevention strategies, and research studies.

Local Advisory Council (LAC)

Mission Statement:

To provide strategic planning and governance for the Monroe County SPF SIG Project with the goal of reducing or eliminating alcohol use and abuse among county 18-25 yr. olds

Genesis & Capacity:

- The Indiana Strategic Prevention Framework State Incentive Grant provides project staff as well as technical assistance in support of Project 1825 and its workgroups including the LAC.
- LAC Members represent local agencies and organizations with a public health orientation.

Primary Objectives:

- To provides governance to Project 1825
- To collect and disseminate data from project workgroups
- To create a logic model due Jan. 15, 2008
- To create a strategic plan due April 15, 2008
- To select a program for implementation in phase II of the grant

LAC Members

Matt Wysocki, Chairperson
Director of Workforce Initiatives
The Greater Bloomington Chamber of Commerce

MaryEllen Diekhoff
Drug Court Judge
Monroe County Justice

Troy Hatfield
Probation Officer
Monroe County Probation Department

S.P.O. James E. Graft
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Chris Gall
Monroe County Prosecutor
Monroe County Justice

Merrill Hatlen
Grants Consultant
Indiana Prevention Resource Center

Susan Forney
Ex. Dir. Asset Building Coalition
LEOW Chairperson

Local/Regional Data Sources Used by LEOW & LAC

Bloomington Hospital Emergency Department
South Central Community Action Program
City of Bloomington Housing Authority
Monroe County Public Health Department
Monroe County Youth Services Bureau
Monroe County Probation Department
Monroe County Sheriff's Office
Bloomington Police Department
Ellettsville Police Department
Indiana State Excise Police
Indiana University Police
Monroe County Youth Services Bureau
Indiana Department of Education
Indiana State Department of Health
Monroe County Community School Corporation
Richland Bean Blossom School Corporation
The Indiana Youth Tobacco Survey (IYTS)
Indiana University
Ivy Technical Community College
Indiana Prevention Resource Center
Search Institute of Minnesota
Indiana Coalition to Reduce Underage Drinking Core Survey

National Data Sources

Centers for Disease Control & Prevention
Substance Abuse and Mental Health Services Administration -
Alcohol & Drug Treatment Episodes and Admissions Data System (TEDS)

Federal Bureau of Investigation
National Highway Traffic Safety Administration

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Strategic Plan

Prologue

Asset Building Coalition – Project 1825

This strategic plan is a step toward implementing programs and interventions that will reduce the impact of alcohol on our community and is intended to help generate dialog on ways to address underage and binge drinking in Monroe County. The Asset Building Coalition, the County Commissioners, and the State of Indiana SPF SIG staff hope that it will serve as a springboard for building consensus about ways to improve the health and wellness of our citizens.

This document begins with an introduction to Monroe County, progresses through the logic model focusing on alcohol related consequences and consumption patterns, and concludes with a summary of the programs or approaches chosen. County strategies have evolved from the local epidemiological profile “The Consumption and Consequences of Alcohol in Monroe County” – which is included in its entirety within this document along with the county underage alcohol logic model. The epidemiological or “epi” data, the logic model of county conditions and outcomes, and a capacity analyses of the county, are driving the decision-making of the LAC (local advisory board).

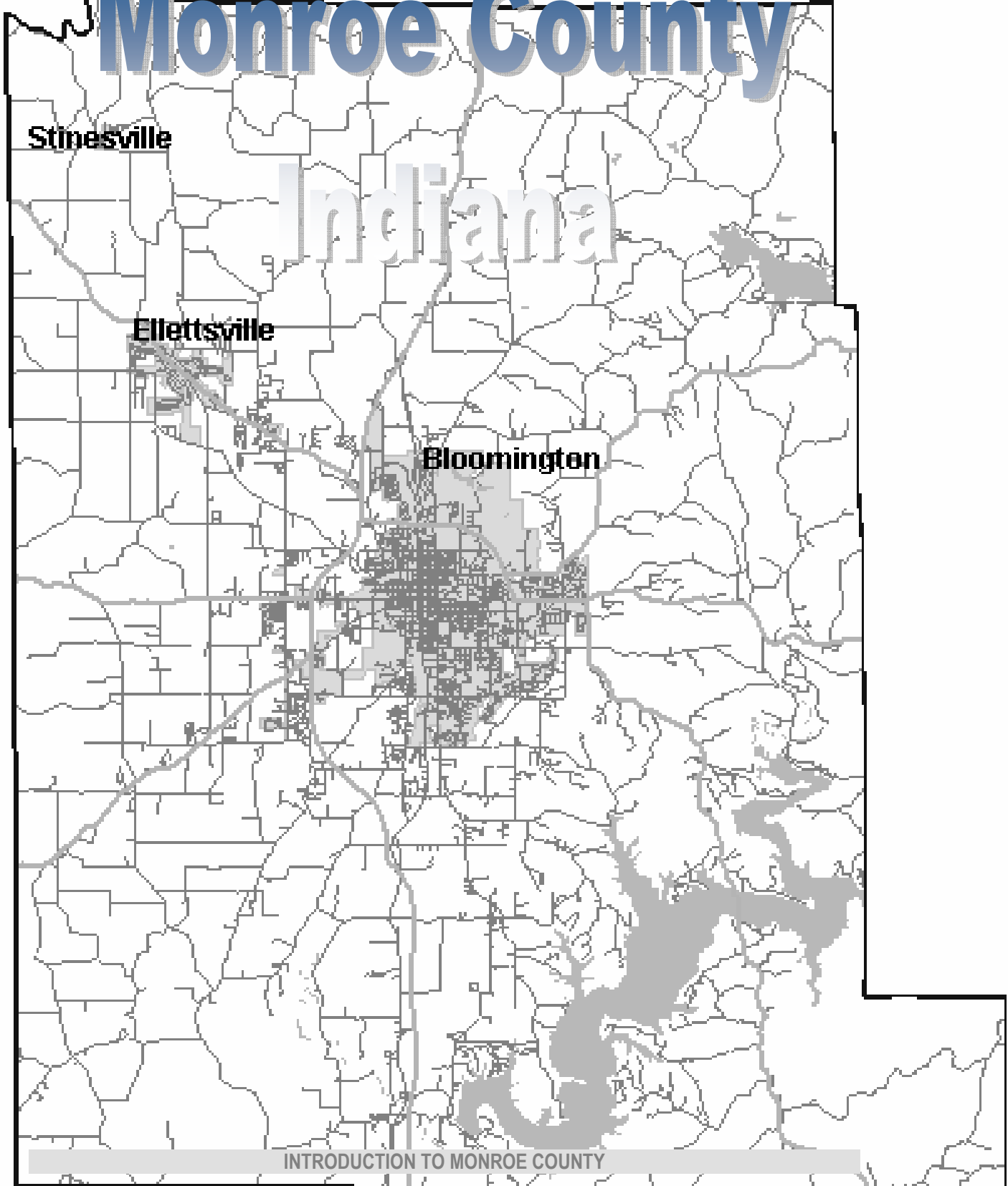
Project Focus Populations: under 18
18-25

The intervening variables and county conditions we identify and address in this plan include:

- Retail availability of Alcohol to Youth
- Social availability of Alcohol to Youth
- Drinking Beliefs – inclusive of expectancies, perceptions of risk, perceptions of peer, family & community approval, and drinking context.

Introduction to Monroe County

Monroe County



Monroe County, population 123,629,

is located approximately sixty miles south of Indianapolis in south central Indiana. The county incorporates three towns – Bloomington, Ellettsville and Stinesville.

The cultural and economic polarity evident in the county is related to the costs and benefits of having a large university thriving in the midst of an otherwise rural community.

Bloomington is the county seat of Monroe County and is home to Big Ten Indiana University as well as Ivy Tech Community College of Indiana. It has been named a “Tree City, USA” for more than 20 years. The city was the site of the Academy Award-winning movie *Breaking Away*, featuring Indiana University’s annual bicycle race “Little 500”.

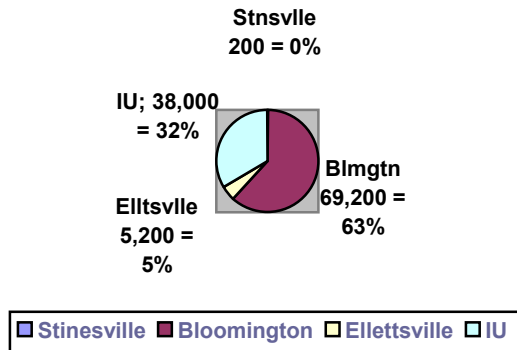
The Tibetan spiritual leader, the Dali Llama, has family here and is a frequent visitor. The singer-songwriter John Mellencamp and his family reside in the county near scenic Lake Monroe.

The cosmopolitan atmosphere of Bloomington aside, Monroe County resembles other Midwestern manufacturing economies, and is culturally similar to other southern Indiana communities



County quarries have provided the finest grade of limestone for buildings and monuments throughout the nation including our nation’s capitol. Limestone construction is abundant here.

Monroe County Population



According to 2004 Census figures: 92.3% of Monroe County Citizens identified themselves as white, 3.5% black, 3.9% Asian, 1.9% Hispanic, and 1.2% consider themselves some other race.

County School Districts:

Two school districts serve the population in the county – The Monroe County Community School Corporation (MCCSC), and the Richland Bean Blossom School Corporation (RBB). In addition to these two public school corporations, several private schools offer the community options for Kindergarten through high school education.

According to the State Department of Education, the number of students receiving free & reduced lunches and/or textbooks in Monroe County in 2006 was 24.1%.

Free Lunch/Textbook Entire County		
	Monroe	Indiana
2006	24.1	29.4
2005	20.9	26.1
2004	20.1	26.1
% Change 2005-2006	3.2	3.3

Table 1

Richland-Bean Blossom School Corporation

The RBB school corporation is located in northwestern Monroe County and provides public schooling for the Richland and Bean Blossom townships, which includes the towns of Ellettsville and Stinesville. The RBB school corporation includes: 1 high school, 2 middle schools, and 3 elementary schools. In 2006-2007, 20% of all students received free lunches. Minority student enrollment was 4.9%, and special education enrollment was 19.6%.

Attendance Rate '06-'07: 95.2%

Graduation Rate '06-'07: 84.7%

Data Source: [Indiana Accountability System for Academic Progress©2007 Indiana Department of Education](#)

Enrollment		
Year	State Total (Public)	RBB
2007-08	1,046,737	2,834

Monroe County Community School Corporation

The MCCSC schools cover all of Monroe County not served by the RBB. Most MCCSC schools are located in and around Bloomington. The MCCSC includes two regular high schools, one alternative high school, the “New Tech” high school which will open academic year 2008-2009, three middle schools and fifteen elementary schools. In the 2007-2008 academic year, 25% of all students received free lunch.

16.5% of all students enrolled were minority students, and 16.5 % were in special education.

Figures available for vocational students reflect enrollment data for the 2005-2006 academic year – 3.4%.

Attendance Rate '06-'07: 95.2%

Graduation Rate '06-'07: 86.3%

Data Source: [Indiana Accountability System for Academic Progress©2007 Indiana Department of Education](#)

Enrollment		
Year	State Total (Public)	MCCSC
2007-08	1,046,612	11,139

Intra and Inter-mobility, expulsion, and drop out rates for the two county school systems are cited under the County Conditions – Risk Factors section of this profile.

Post Secondary Educational Opportunities:

Ivy Tech Community College of Indiana is a state-wide accredited community college. In total, it serves more than 111,000 students per year. It has 23 campuses throughout the state and an average class size of 22. The Bloomington Ivy Tech branch reached record spring 2008 enrollment with more than 5,000 students registered for classes. Many students of Indiana University complete a portion of their education through Ivy Tech.

Indiana University Bloomington is a comprehensive research university serving and/or employing national as well as international students, faculty and staff. IU offers more than 130 undergraduate majors and more than 320 other degree programs. Graduate programs offered are vast and include M.A. and M.S. degrees as well as doctorate (PH.D) degrees. Enrollment for the 2007-2008 academic year totaled 38,000.

Logic Model – County Conditions

Logic Model

A logic model was employed for assessing underage and binge drinking in Monroe County. This causal model represents county conditions and variables affecting youth consumption, and the related outcomes - “Underage Drinking” and “Alcohol-Related Problems” present in the county.

The model is an ongoing exercise of research and understanding; a work in progress that will be reconsidered annually.

Risk factors, motives and antecedents for youth, as well as county conditions, will be highlighted in this model, based upon research by the Pacific Institute for Research and Evaluation (PIRE), the Search Institute of Minnesota, and the expertise of Monroe County LEOW prevention professionals.

The conditions – or mediating and moderating variables identified in Monroe County:

- Retail Availability of Alcohol
- Social Availability of Alcohol
- Underage Drinking Laws
- Visible Law Enforcement
- Price of Alcohol
- Alcohol Promotion
- Drinking Context
- Drinking Beliefs
- Family, School and Peer Influence
- Community Norms About Alcohol

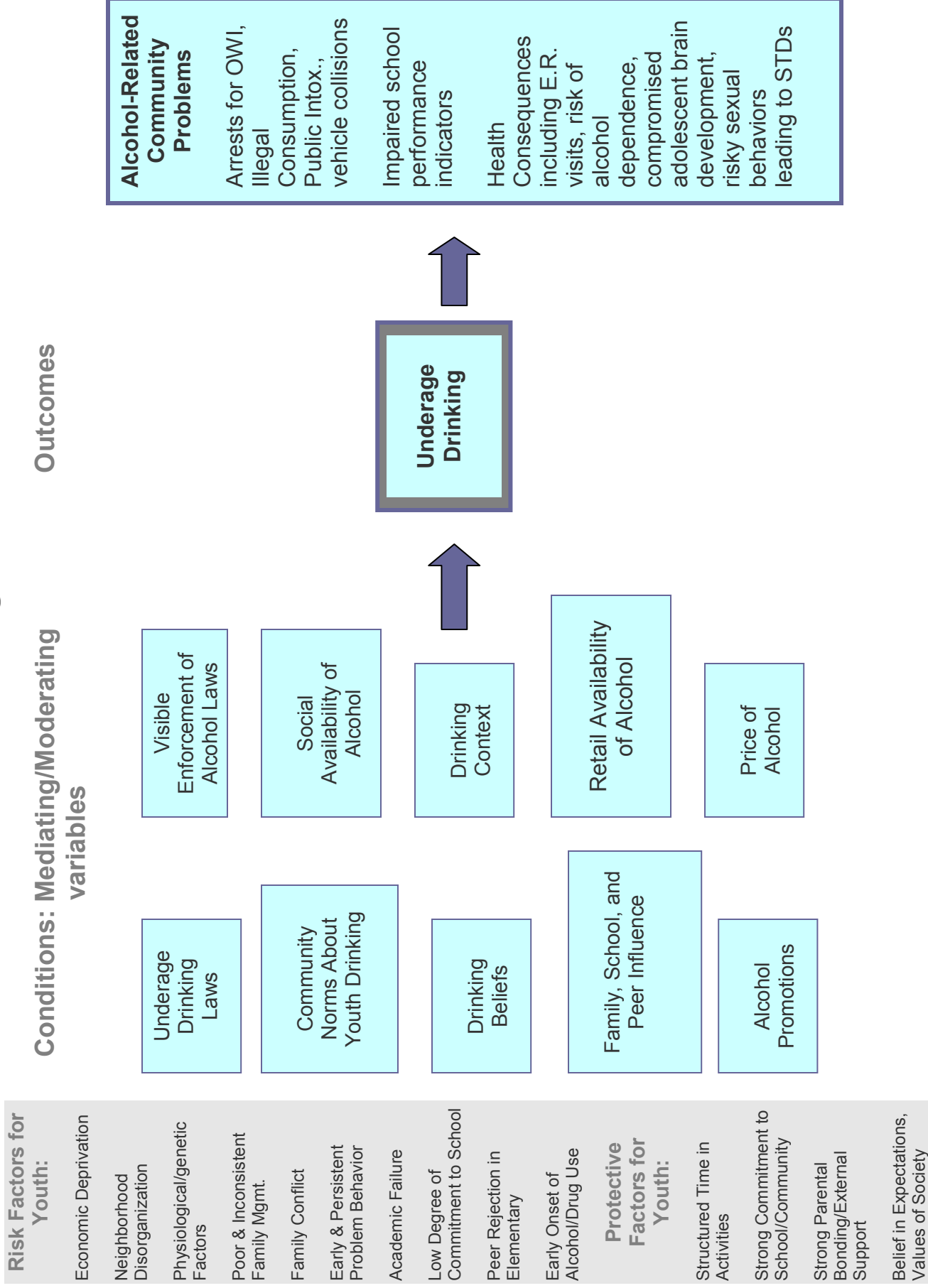
The model employs the Prevention Risk Factors/Protective Factors Theory.

Key ideas:

- *To prevent a problem, first identify the factors that increase the risk of the problem developing.*
- *Find ways to reduce the risk.*
- *Identify those protective factors that buffer individuals from risk factors in their environments, and find ways to increase the protection.*

See Model page 25

Alcohol Logic Model



MONROE COUNTY LOGIC MODEL

Factors & conditions for which there is county level quantitative data will be addressed.

In those instances where there is no hard data, LEOW members and prevention professionals (SIG staff), have added research and/or ideas relative to the topic and county. Data on adults and/or how variables such as poverty or low wages affect families will be included in order to frame our community more fully.

RISK FACTORS

Risk Factor – Economic Deprivation:

Per the Bureau of Labor Statistics, the unemployment rate for Monroe County in 2006 was 4.3%. Over the past decade, Monroe County has lost 5,000 high paying manufacturing jobs due to layoffs at local factories. These jobs have largely been replaced with low-wage retail and service positions. Average wages in Monroe County consistently rank below state averages. In January of 2008, General Electric announced 900 layoffs for the following year.

14% of all Monroe County residents live in poverty. This is higher than the national percentage. Indiana ranks 31 out of the 51 states for persons living in poverty.

Poverty & Race: 31% of people in county living in poverty are black, 17% are white, and 30% are Hispanic.

% Youth Living in Poverty US Census Bureau, 2004 est., 2006			
	Monroe	Indiana	United States
Total Persons %	14%	11.1%	12.7%
0-17 yrs.	15.4%	15.7%	17.8%
5-17 Yrs.	13.6%	13.6%	16.2%
Rank for All Persons	7	31 of 51	
Rank for Ages 0-17	37	29 of 51	
Rank for Ages 5-17	34	29 of 51	

Table 2

15.4% of county children aged 0-17 live in poverty. 13.6% of children aged 5 to 17 live in poverty. This is an increase of over 4% from year 2000.

Monroe County ranks 30th out of 92 counties in the state of Indiana for all families with children in poverty. Indiana ranks 35th in the nation for all families with children living in poverty.

30% of Monroe County single mothers have children living below the poverty level. 26% of Monroe County single fathers have children living below the poverty level. 8% of all county families live below the poverty level. IPRC

Families Below Poverty Level 2005 est.(Claritas, 2006)			
	Monroe	Indiana	U.S.
Percent of Families Below Poverty Level	8	7.1	9.3
Percent of Families w/ Own Children Below Poverty Level	11.4	10.6	13.7
Percent of Married Couples w/ Own Children Below Poverty	4.2	3.8	6.4
Percent of Single Fathers w/ Own Children Below Poverty	26.2	19.1	20.8
Percent of Single Mothers w/ Own Children Below Poverty	30.3	30.5	33.9
Percent of Single Parents w/ Own Children < 18 Below Poverty	29.3	27.7	30.9

Table 3

33% of Monroe County residents 18 and over have no health insurance. Out of 97,202 residents aged 18-25, 32,202 had no health insurance. The state rate for this demographic is 27.9%. The national rate is 33.1%. The state of Indiana ranks 37th out of 51 states for persons aged 18-25 with no health insurance. IPRC

2.9% of county residents are adults with less than a 9th grade education and no high school diploma. The state rate is 5%, and the national rate is 5.8%. 6.9% of county residents have a 9th through 12th grade education but no high school diploma. The state rate for this is 9.7%, and the national rate is 8.9%. IPRC

RISK FACTORS – SUPPLEMENTAL POVERTY INDICATORS

Supplemental Data Sources Reflecting County Poverty:

The **South Central Community Action Program**, one of the multiple agencies in the county that provide services to households experiencing economic hardship, reports that in 2006 it served 22, 897 residents by providing energy assistance, Section 8 housing, weatherization support, owner occupied rehab services, and Head Start.

- Children aged 0-17 accounted for 8,433 of the clients.
- Young adults aged 18-23 comprised 1,373 of the clients.
- Through its Family Development Program from September to December 2007, SCCAP aided 16 households including 15 adult females, 5 adult males, and 27 children under the age of 18.

The **City of Bloomington Housing Authority** reports that it presently has 90 heads of household and/or household members aged 18-25 in public housing and 226 heads of household and/or household members aged 18-25 in Section 8.

The **Food Stamp Program** provides assistance to over 112,000 county community members per month. (see table below for 2005 figures)

Temporary Assistance to Needy Families (TANF) is also available in Monroe County and serves approximately 1,200 persons per month.

Food Stamp Program		
	Monroe	Indiana
Population in 2005	120,813	6,230,346
Food Stamp Recipients per month 2005	112,369	516,360
Rate per 1000 persons in 2005	55	73.1

Table 4

Table 5

TANF Statistics		
2004 (FSSA)		
Temporary Assistance to Needy Families		
	Monroe	Indiana
Population	123639	6,230,346
Average Monthly Cases	423	54,330
Average Monthly Persons	1166	155,549
Rate of TANF per 1,000 persons	9.4	25.0
Rank for Rate per 1000 persons	67	

RISK FACTORS

Risk Factor - Neighborhood Disorganization:

Economic deprivation and family conflict often result in relocation. Any relocation, including successive relocations can result in neighborhood disorganization and low bonding to neighborhood. Given the poverty rate of 15.4% of children aged 0-17 in the county, it is safe to conclude that a high percentage of these youth may be experiencing low bonding with their respective neighborhoods. This is important because it decreases the chances for bonding and sustaining relationships with positive non-parent adults. Search Institute
 Further, it is possible that a family is rooted in a given home or apartment, experiences ever changing neighbors. This rotation of neighbors could be due to economic factors, or university affiliation.

2006-2007 Intra Mobility Rates for County School Corporations:

MCCSC: 3.1%
 RBB: 0.2%

Risk Factor – Physiological/Genetic Factors:

60% of alcohol addiction is genetically predisposed. Environmental factors make up the other 40%. Youth may be unaware of their personal genetic predispositions, and therefore at higher risk.

Resource: <http://www.utexas.edu/research/asrec/index.html>

Risk Factor – Poor Family Management Practices/Family Conflict:

- 85% of junior high school students live in homes that either have only one parent or where both parents work, resulting in a disproportionate number of 'latchkey kids' who are unsupervised during late afternoon. 2002 Profile of Our Youth – Search Institute
- 75% of 7th and 8th graders reported spending time at home without adult supervision during the school year. IPRC – Alcohol, Tobacco, and Other Drug Use survey of MCCSC students 2006
- The divorce rate in Monroe County in 2006 was 4.3%, with 9.4 % of the population divorced. IPRC

Divorce Rate, 2006 est. (AGS,2007)			
County	Monroe	Indiana	U.S.
Divorced (Percent)	9.4	10.7	9.7

Table 6

RISK FACTORS

Risk Factor - Early and Persistent Problem Behavior:

Youth experiencing difficulties such as academic failure and peer rejection in elementary school are at higher risk for alcohol abuse in their middle and high school years. Search Institute Additionally, youth may enter into the court system for criminal behaviors.

Estimated Arrests of Persons under age 18 Substance Abuse Only					
	2000	2001	2002	2003	2004
Total Arrests	567	547	480	472	482
Property Crime Index	119	115	85	108	130
Driving under influence	4	10	8	9	5
Liquor laws	132	124	111	86	89
Drunkenness	12	5	2	3	1
Drug abuse violations	46	56	50	45	28

Table 7

Estimated Arrests of Persons under age 18 Personal & Property Crime Arrests					
	2000	2001	2002	2003	2004
Total Arrests	567	547	480	472	482
Property Crime Index	119	115	85	108	130
Stolen property	6	9	9	1	1
Vandalism	17	19	16	23	27
Robbery	3	3	4	4	1
Burglary	10	26	11	5	51
Larceny Theft	104	83	71	91	71
Auto Theft	5	5	2	5	7
Arson	0	1	1	7	1

Table 8

RISK FACTORS

Risk Factor – Academic Failure:

Academic failure in elementary school is an early predictor of substance use in middle school. Search Institute In 2007, 4 county elementary schools had average ISTEP scores lower than the state average. These lower test scores were accompanied by lower population stability rates for each individual school (Stability rates indicate student movement into and out of enrollment in a school), as well as higher percentages for free and reduced lunch/textbook participants. Youth attending these elementary schools may be experiencing several risk factors: low bonding to school, economic deprivation, and academic failure.

Risk Factor – Low Degree of Commitment to School:

Low commitment to school has been linked to substance use. Search Institute The table below lists raw numbers for drop outs, suspensions and expulsions. The county had 1,139 total suspensions in academic year 2005-2006. Of those, 77 were 'out of school' and 43 were related to alcohol, other drugs or weapons.

Number of home-schooled students 2005-2006: MCCSC = 372 RBB = 93

Discovery: The drop out numbers may not truly reflect the drop out rate for the county. Students and parents have become aware that they can report as 'home-schooled' instead of dropping out. The percent of MCCSC home-schooled students was .66 in 1995-1996. By academic year 2005-2006, this figure rose to 3.37%.

Number of Drop Outs, Expulsions & Suspensions for County Students Grades 9-12

	DROP OUT COUNT 2006- 2007	EXPLSN. COUNT 2005- 2006	SUSPNTN. COUNT TOTAL 2005-2006	SUSPNTN. OUT OF SCHOOL 2005-2006	SUSPENSIONS & EXPULSIONS ALCOHOL/DRUG/WEAP RELATED
MCCSC NORTH	42	21	171	46	20
MCCSC SOUTH	40	15	809	147	17
MCCSC AURORA	31	14	7	7	0
RBB EHS	26	11	152	7	6
TOTALS	139	51	1139	77	43

Table 9 Source: Indiana State Department of Education

RISK FACTORS

Risk Factor – Peer Rejection in Elementary School:

Peer rejection in elementary school places students at higher risk for substance use in middle school. Search Institute

Risk Factor – Early Onset of Drug Abuse:

New research alerts us to the fact that the developing adolescent brain is more prone to addiction than the adult brain. Teens who start drinking at age 13 have a 43% chance of becoming an alcoholic. A person who starts drinking at 21 has only a 10% chance.

Source: <http://learn.genetics.utah.edu/units/addiction/factors/>

**15.2% of MCCSC 8th graders reported first use of alcohol at ages 12-13.
29.9% of MCCSC 10th grade students reported first use of alcohol at ages 14-15.**

IPRC Alcohol, Tobacco, and Other Drug Use survey of MCCSC students 2006

PROTECTIVE FACTORS

Protective Factor- Strong Parental Bonding:

When a young person and his or her parents communicate positively, and the young person is willing to seek parent(s) advice and council, it is part of their external support system and a protective factor. Children with strong parental bonds are at lower risk for substance use and abuse. Search Institute

In 2002, 30% of Monroe County 6th – 12th grade students reported having “positive family communication”. 2002 Profile of Our Youth – Search Institute

Protective Factor- Strong Commitment to School:

When youth feel that school is an encouraging environment, are bonded to their school, engaged in learning and motivated to do well, they are at lower risk. Search Institute

MCCSC attendance rate: 95.2 % RBB attendance rate: 95.7%

2002 Profile of Our Youth 6-12th grade – Search Institute: 51% of students reported caring about their school, 57% reported being engaged in learning, and 62% reported being motivated to do well in school.

PROTECTIVE FACTORS

Strong External Support System:

When youth experience strong support from parents, extended family, friends, neighbors, and non-parental adults they are at lower risk for substance abuse.

2002 Profile of Our Youth 6-12th grade – Search Institute: 49% of students reported receiving support from three or more non-parent adults.

Protective Factor – Structured Time in Activities:

Youth involved in structured or supervised activities – in particular during the critical hours from three to five p.m. are at lower risk for substance use. Additionally, there is evidence to support youth being involved in church activities in terms of reducing risk. Search Institute

2002 Profile of Our Youth 6-12th grade – Search Institute: 52% of youth reported spending 2 or fewer hours per week out with friends with “nothing special to do”, 62% reported spending 3 or more hours per week involved in sports, clubs and other community activities, 24% reported spending 3 or more hours in creative activities, and 55% reported spending one or more hours in religious activities.

Protective Factor – Belief in Generalized Expectation/Norms/Values of Society:

A norm is the perceived social standard for acceptable behavior. Norms influence the impact of family, peer, and education on alcohol and other substance use and impact the effectiveness of law enforcement.

COUNTY CONDITIONS

Mediating/Moderating variables - Social Availability of Alcohol:

During the 2007 Youth Network – Youth Summit, county high school students reported that alcohol was very easily obtained socially. A peer-lead group of students openly shared that alcohol could be readily obtained from the following sources: parents, parents of other students, siblings, older co-workers, and strangers about to enter alcohol retail outlets. In the case of the strangers, students explained that some minors approach strangers in the parking lots of alcohol selling establishments and ask them to purchase alcohol for them.

(The Youth Summit is an annual county event that brings approximately 120 students together with local policy makers to discuss and find solutions to community problems.)

Social availability of alcohol has been defined as ‘availability within small social or family groups’ (Smart, 1980, p. 124, cited in Abbey, Scott, and Smith, 1993, p. 490) It may also be thought of as availability through any non-retail source.

‘Social Hosting’ is a social availability issue in our county. House Bill 1118 has passed in the state senate and includes higher penalties for persons who provide alcohol to others who are underage. The new law goes into effect July 1, 2008.

2007: State of Indiana Excise Police charged 45 adults with furnishing alcoholic beverages to a minor.

Mediating/Moderating variables - Retail Availability of Alcohol:

Monroe County currently has 251 retail outlets for alcohol. Thefts of alcohol from retail outlets and sales to underage persons are retail availability issues. The Indiana State Excise Police report that Monroe County retail alcohol outlets have a non-compliance with alcohol codes rate of 27% in 2007. PIRE

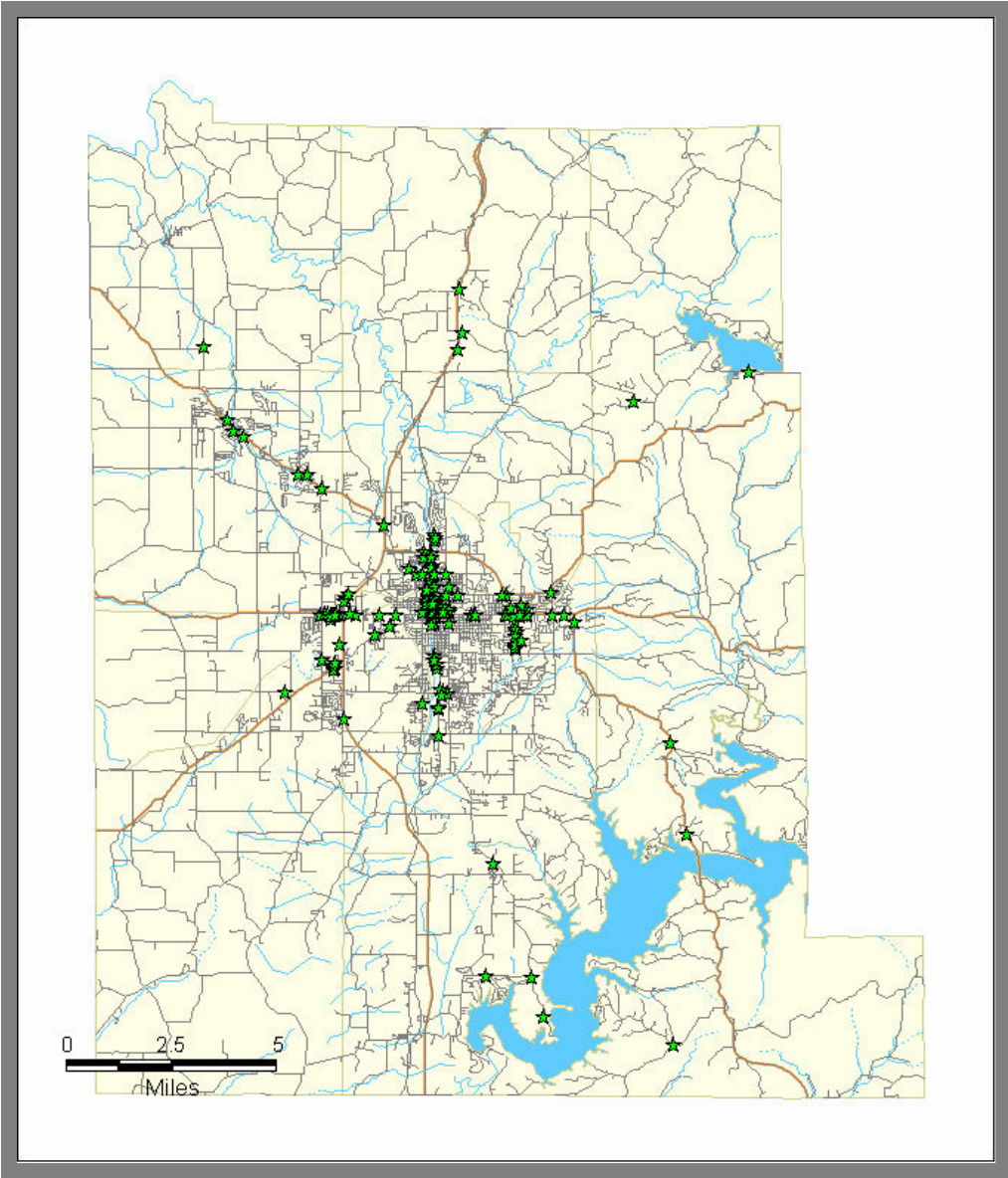
Over ¼ of all outlets checked were found in non compliance.
Rate for restaurants: 33% Rate for Grocery/Pharmacy: 17%
County Rate: 27%

Alcohol Sales Outlets Per Capita, (IN ATC, 2006)		
	Monroe Co.	Indiana
Total Population (2006 est.)	121,477	6,310,320
Number of Outlets (March 2006)	251	11,011
Outlets Per Capita	0.0021	0.0017
Outlets Per 1,000 Persons	2.07	1.74

Table 10

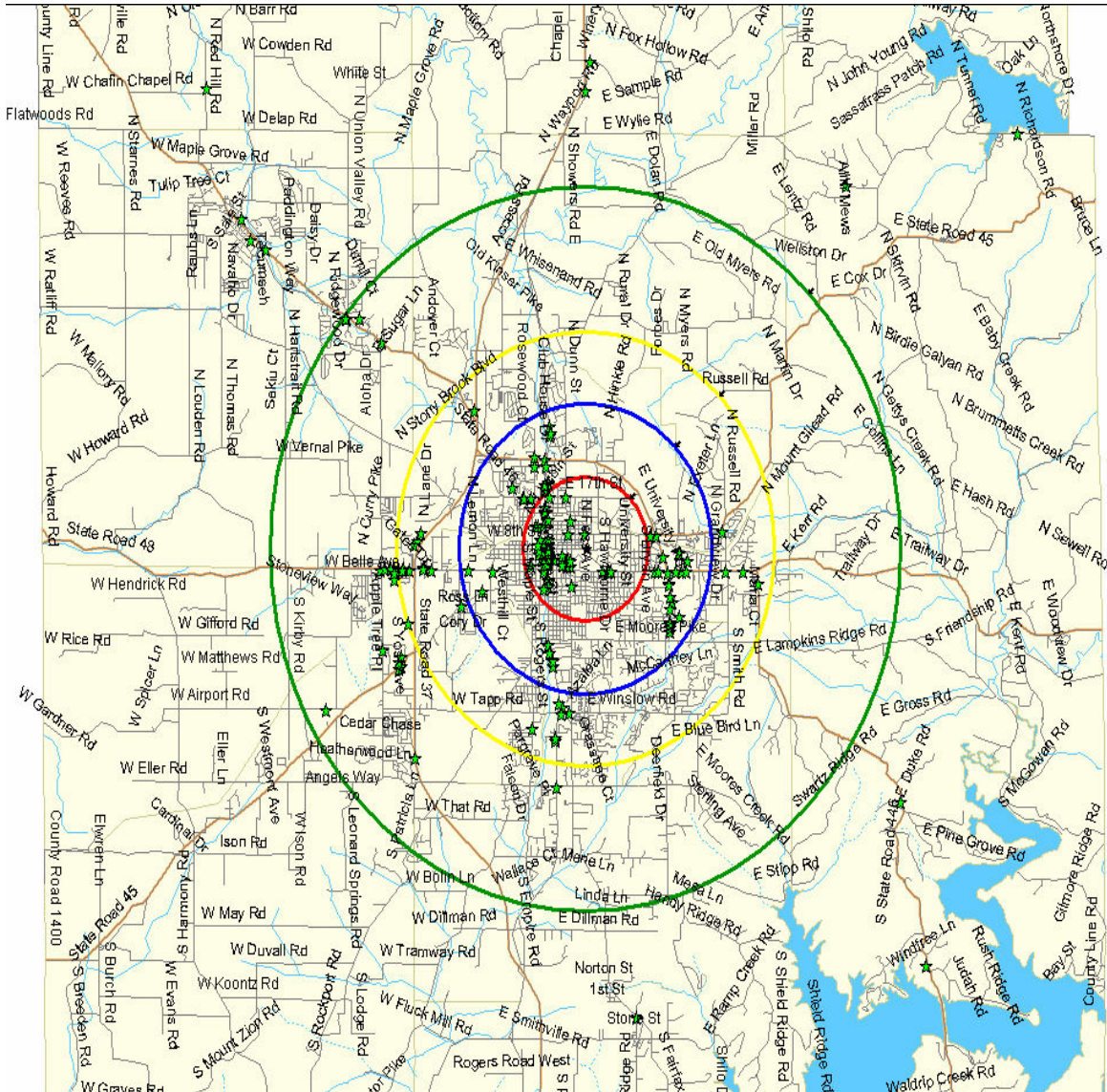
COUNTY CONDITIONS

251 Alcohol Outlets in Monroe County



COUNTY CONDITIONS

Alcohol Outlets 1, 2, 3 and 5 miles around Indiana University Bloomington, Indiana



COUNTY CONDITIONS

Mediating/Moderating variables – Drinking Context:

Drinking contexts can vary by age and refer to locations where consumption takes place as well as the presence of others during consumption. For youth, contexts in Monroe County include retail alcohol outlets (by way of outlets in non-compliance with alcohol laws, or use of falsified identification by youth), private homes, or public locations away from home such as cars.

2007: Indiana State Excise Police

- 319 tickets were issued in Monroe County for possession of false identification.
- 905 minors were charged with illegal possession, consumption or transportation of alcoholic beverages.
- 45 minors were charged with being in a tavern or liquor store.

Drinking context plays a great role in blood alcohol concentration levels. Youth are often under time constraints when consuming alcohol and may therefore drink quickly. Participation in drinking games could also greatly affect amounts of alcohol consumed.

Mediating/Moderating variables – Drinking Beliefs:

Drinking beliefs have to do with anticipated outcomes of drinking. The 2006 IPRC survey of MCCSC high school students measured youth perceived risk of harm due to occasional alcohol consumption. Of the 11th graders, 39.8% found no risk, 43.1% believed there was a slight risk. Of the 12th graders, 37.1% found no risk, and 43% believed there was a slight risk.

PERCEIVED RISK OF HARM FROM OCCASIONAL ALCOHOL CONSUMPTION MCCSC 2006 IPRC SURVEY		
GRADE	NO RISK	SLIGHT RISK
6 TH	23.6%	44.0%
7 TH	22.7%	39.7%
8 TH	29.8%	36.4%
9 TH	35.5%	38.4%
10 TH	34.1%	38.7%
11 TH	39.8%	43.1%
12 TH	37.1%	43.0%

Table 11

The “Slight Risk” perception had the highest rankings across all grades.

COUNTY CONDITIONS

PERCEIVED PEER APPROVAL/DISAPPROVAL OF WEEKLY BINGE DRINKING MCCSC 2006 IPRC SURVEY		
GRADE	PERCEIVED PEER APPROVAL	PERCEIVED STRONG PEER DISAPPROVAL
6 TH	0.6%	60.7%
7 TH	2.7%	54.8%
8 TH	8.8%	32.9%
9 TH	13.2%	38.2%
10 TH	20.4%	24.6%
11 TH	29.5%	15.5%
12 TH	24.6%	21.5%

Table 12

As students grow older, the perception of peer approval of binge drinking also grows.

Mediating/Moderating variables – Community Norms about Youth Drinking:

County norms about youth drinking run the gamut from - believing that youth drinking is highly risky and should never occur, to allowing youth drinking and accepting it as a right of passage. All law enforcement agencies of the county arrest for furnishing alcohol to minors. **2007 IN State Excise Police - 45 adults were charged with furnishing alcohol to a minor.**

Mediating/Moderating variables – Family, School & Peer Influence:

As youth progress from middle through high school, perceptions of peer approval gain from the lower to higher grades. From 6th grade to 12th grade, the perception of peer approval rose 30%. The perception of strong peer disapproval regarding occasional drinking drops from 41% in 6th grade, to 9.3% in 11th grade.

Table 13

PERCEIVED PEER APPROVAL OF OCCASIONAL DRINKING MCCSC 2006 IPRC SURVEY		
GRADE	PERCEIVED APPROVAL	PERCEIVED STRONG DISAPPROVAL
6 TH	6.9%	41.0%
7 TH	10.2%	41.8%
8 TH	17.3%	21.7%

PERCEIVED PEER APPROVAL OF OCCASIONAL DRINKING MCCSC 2006 IPRC SURVEY		
GRADE	PERCEIVED APPROVAL	PERCEIVED STRONG DISAPPROVAL
9 TH	28.9%	23.7%
10 TH	30.3%	15.5%
11 TH	41.9%	9.3%
12 TH	36.9%	12.3%

Table 13 continued

Mediating/Moderating variables – Underage Drinking Laws:

Alcohol use by youth is lessened when the intensity of enforcement of drinking laws - and the visibility of enforcement of those laws is constant, consistent, and strong.

Mediating/Moderating variables – Visibility of Enforcement:

Enforcement visibility is the means by which enforcement has a deterrent effect. Deterrence occurs when information about enforcement (conveyed through its visibility) convinces the intended target that violating the law or policy will result in an unacceptable likelihood of detection and sanction. Source: Holder

Enforcement can be marketed through various media to heighten the perception of active enforcement.

Mediating/Moderating variables - Price of Alcohol:

The price of alcohol has a direct effect on consumption by youth and adults. PIRE Prices for alcohol products may vary between types of outlets, taxation or other regulations. The state of Indiana tax on alcohol has not been raised since 1981. The tax for beer is 12.5 cents. ***In 2006 the average annual dollars spent on alcohol per household in Monroe County was \$533. (IPRC)***

Mediating/Moderating variables – Alcohol Promotion:

Alcohol promotions by way of advertisements on radio, television and in print contribute to the framing of youth perceptions of alcohol consumption. PIRE

General Consequences of Alcohol Abuse

- Serious Personal Problems such as Depression
- Developing an Addiction to Alcohol
- Academic Failure
- Loss of Time from Work or School
- Impaired School or Work Performance
- Having a Hangover
- Doing Something That is Later Regretted
- Risky Sexual Behavior
- Driving While Under the Influence
- Public Misconduct such as fighting or vandalism
- Violence
- Sexual Assault

Logic Model – Outcomes

Law Enforcement Consequences

Law Enforcement Agencies & Data Sources for Arrest Data of Monroe County:

FBI Uniform Crime Report
Bloomington Police Department
Monroe County Sheriff's Office
Indiana University Police Department
Ellettsville Police Department

Indiana State Excise Police
Monroe County Pre-Trial Diversion Program – Alcohol Education School

Data collection and analysis was performed for all listed agencies.

Data and statistics from the Monroe County Pre-Trial Diversion Program, as well as the Indiana Excise Police, were analyzed in conjunction with the normal arrest data in order to frame the analysis of the alcohol related consequences in the county population more fully. Both entities specialize in substance-related consequences, yet operate differently from the other agencies.

Bloomington Police Department and Indiana University Police Department data provided the foundation for quantitative analysis. These two agencies have the highest arrest rates for the county and offer comparable and parallel statistics.

ARREST DATA

The FBI Uniform Crime Report provides county data on arrests made by all county law enforcement agencies.

This is the most up-to date FBI data as of Feb. 2008.

Table 14

FBI Uniform Crime Report DATA Arrests, Monroe County						
Liquor Law Violations	2001	2002	2003	2004	2005	2006
All Arrests	1525	884	1143	1439	1345	
Adult Arrests	1401	773	1057	1350	1259	
Juvenile Arrests	124	111	86	89	86	
Drunkness Arrests	2001	2002	2003	2004	2005	2006
All Arrests	687	424	504	564	517	
Adult Arrests	682	416	501	563	514	
Juvenile Arrests	5	8	3	1	3	
DUI Arrests	2001	2002	2003	2004	2005	2006
All Arrests	734	607	602	623	602	
Adult Arrests	724	605	593	618	598	
Juvenile Arrests	10	2	9	5	4	
Alcohol-related Arrest Rates per 1,000						
Population	2001	2002	2003	2004	2005	2006
Total (UCR)	121,242	122,121	121,949	123,735	121,680	
Adults (US Census 2000 projections)	98,899	98,899	99,135	98,887	98,982	99,472
Juveniles (computed)	22,343	23,222	22,814	24,848	22,698	
	2001	2002	2003	2004	2005	
Liquor Law Violations						
All Arrests	12.58	7.24	9.37	11.63	11.05	
Adult Arrests	14.17	7.82	10.66	13.65	12.72	
Juvenile Arrests	5.55	4.78	3.77	3.58	3.79	
Drunkness Arrests	2001	2002	2003	2004	2005	2006
All Arrests	5.67	3.47	4.13	4.56	4.25	
Adult Arrests	6.90	4.21	5.05	5.69	5.19	

Juvenile Arrests	0.22	0.34	0.13	0.04	0.13	
DUI Arrests	2001	2002	2003	2004	2005	2006
All Arrests	6.05	4.97	4.94	5.03	4.95	
Adult Arrests	7.32	6.12	5.98	6.25	6.04	
Juvenile Arrests	0.45	0.09	0.39	0.20	0.18	
http://www.census.gov/popest/counties/asrh/files/CC_EST2006_agesex.txt http://www.census.gov/popest/counties/asrh/files/cc-est2006-agesex-18.csv						

In the sections to follow, BPD and IU PD data are featured, as these agencies have the highest arrest rates for Monroe County and offer comprehensive arrest data for analysis.

Arrest Data from Sept. 2006 through August 2007 has been analyzed

ARREST DATA

9/2006- 8/2007 Bloomington PD and IU PD Arrests Analysis

Alcohol Arrests by Age & Offense

Age	Illegal Consumption	OWI	Public Intox	All
16 to 17	20	0	0	20
18 to 25	775	158	227	1160
26 +		92	113	205
Total	795	250	340	1385

Table 15

Discovery: The 18-25 yr. old demographic is responsible for 83% of all substance related offenses scripted by Bloomington Police Department and Indiana University Police Department.

18-25 Demographic Arrest Statistics:

- 97% of the illegal consumption arrests
- 63% of the OWI arrests
- 67% of the public intoxication arrests

Other Statistics of Interest:

- 16-17 yr. olds comprised 3% of illegal consumption arrests
- 37% of OWI offenders were 26 years of age and older
- 33% of public intoxication offenders were 26 years of age and older.

ARREST DATA

Illegal Possession/Consumption Offense by Age

BPD & IU PD

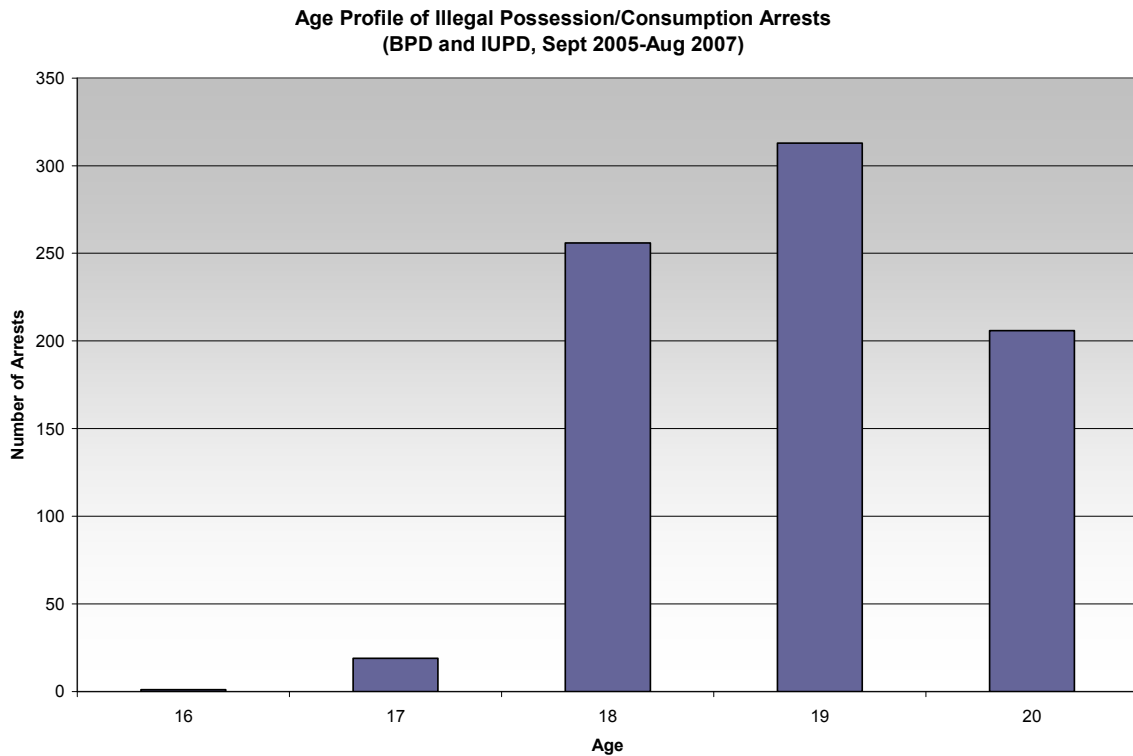


Chart 1

Discovery: It is highly probable that the spike at age 19 in illegal consumption/possession arrests is due to this age group transitioning into college, or at least graduating high school and perhaps experiencing an increase in social alcohol availability.

ARREST DATA

Operating While Intoxicated Offense by Age BPD & IU PD

OWI Arrests Age Profile (BPD and IUPD, Sept. 2005-Aug 2007)

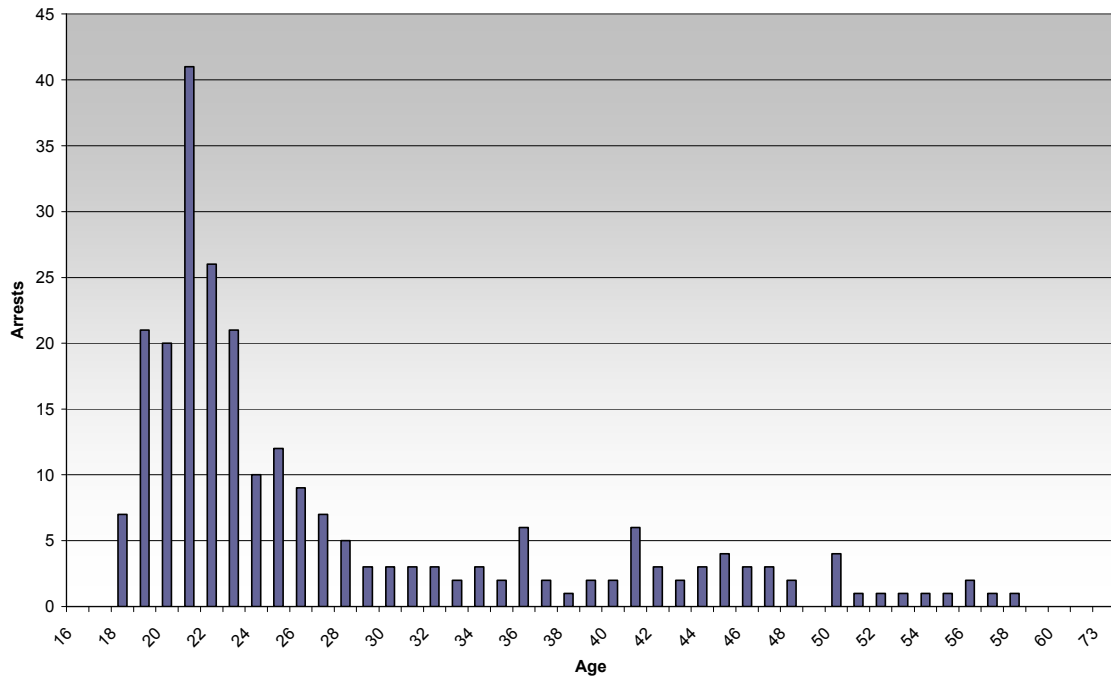


Chart 2

Discovery: There is a spike in OWI arrests among 21 to 23 yr. olds. The newly gained right to legally frequent alcohol establishments may explain this spike. It is possible that these young adults are unaccustomed to responsible decision-making in terms of legal alcohol consumption and driving.

ARREST DATA

Public Intoxication Offense by Age BPD & IU PD

Age Profile of Public Intoxication Arrests (BPD and IUPD, Sept 2005 - Aug 2007)

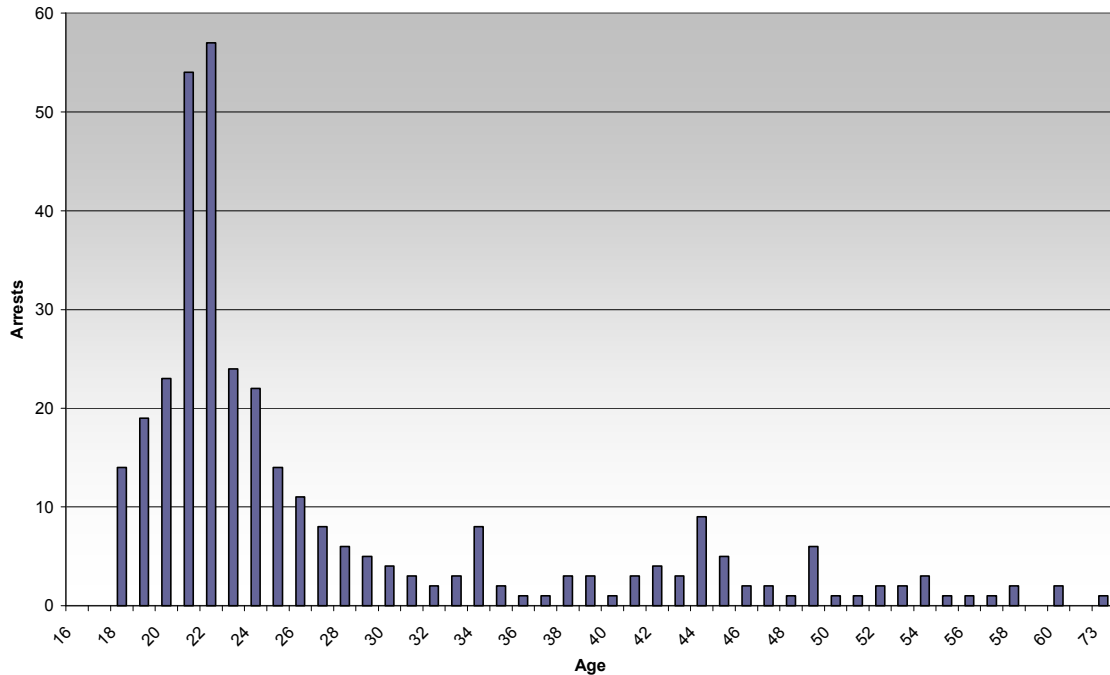


Chart 3

Discovery: There is a spike in public intoxication arrests among 21 to 23 yr. olds which parallels the spike in drunk driving arrests. The new found freedom to consume alcohol legally may affect the arrest numbers:

- 21 and 23 yr. olds are sometimes unfamiliar with public intoxication codes. They may choose to become legally intoxicated and then upon trying to make their way without driving themselves, find that being intoxicated in public is a punishable offense. This may include being a passenger in a vehicle with a sober driver, or simply walking in public and drawing attention to themselves in some manner.
- Facing college graduation and all of the preparations and expectations for this and for a life beyond college places this age group at higher risk for substance use and abuse. They not only endure the stress of this transition, but may also see this transition as a cause to over celebrate.
- Many young adults face alienation when experiencing the final steps into adulthood if they don't have the social networking or support that college life or a full-time career may offer. A majority of adults in this age range are expected to be fully self-sufficient regardless of whether they are developmentally prepared for this.

ARREST DATA

18-25 yr. olds: Race and Alcohol Offenses/Raw Numbers BPD

Race	Illegal Consumption	OWI	Public Intox.	Total
Asian	17	2	4	23
Black	35	3	13	51
White	717	109	163	989
Unkn/Oth	11	44	47	102
Total	780	158	227	1,165

Table 16

18-25 yr. olds: Race and Alcohol Offenses/Percentages BPD

Race	Illegal Consumption	OWI	Public Intox.
Asian	0.02	0.01	0.02
Black	0.04	0.02	0.06
White	0.92	0.69	0.72
Unkn/Oth	0.01	0.28	0.21
Total	1.00	1.00	1.00

Table 17

Discovery: Whites have the highest percentage for all three offenses.

- Illegal Consumption/Possession = 92%
- Operating While Intoxicated = 69%
- Public Intoxication = 72%

ARREST DATA

18-25 yr. olds – Gender & Alcohol Offenses/Raw Numbers BPD

Sex	Illegal Consumption	OWI	Public Intox.	Total
Female	201	38	26	265
Male	579	120	201	900
Total	780	158	227	1,165

Table 18

18-25 yr. olds – Gender & Alcohol Offenses/Percentages BPD

Sex	Illegal Consumption	OWI	Public Intox.
Female	0.26	0.24	0.11
Male	0.74	0.76	0.89
Total	1.00	1.00	1.00

Table 19

Discovery: White Males Aged 18-25 constitute the majority of arrestees.

Statistics for Males:

- Illegal Possession/Consumption of Alcohol - 74%
- Driving While Under the Influence - 76%
- Public Intoxication - 89%

Statistics for **White** Males:

- Illegal Possession/Consumption of Alcohol - 66%
- Driving While Under the Influence - 45%
- Public Intoxication – 55%

ARREST DATA

Alcohol Arrests and IU Undergrad Presence

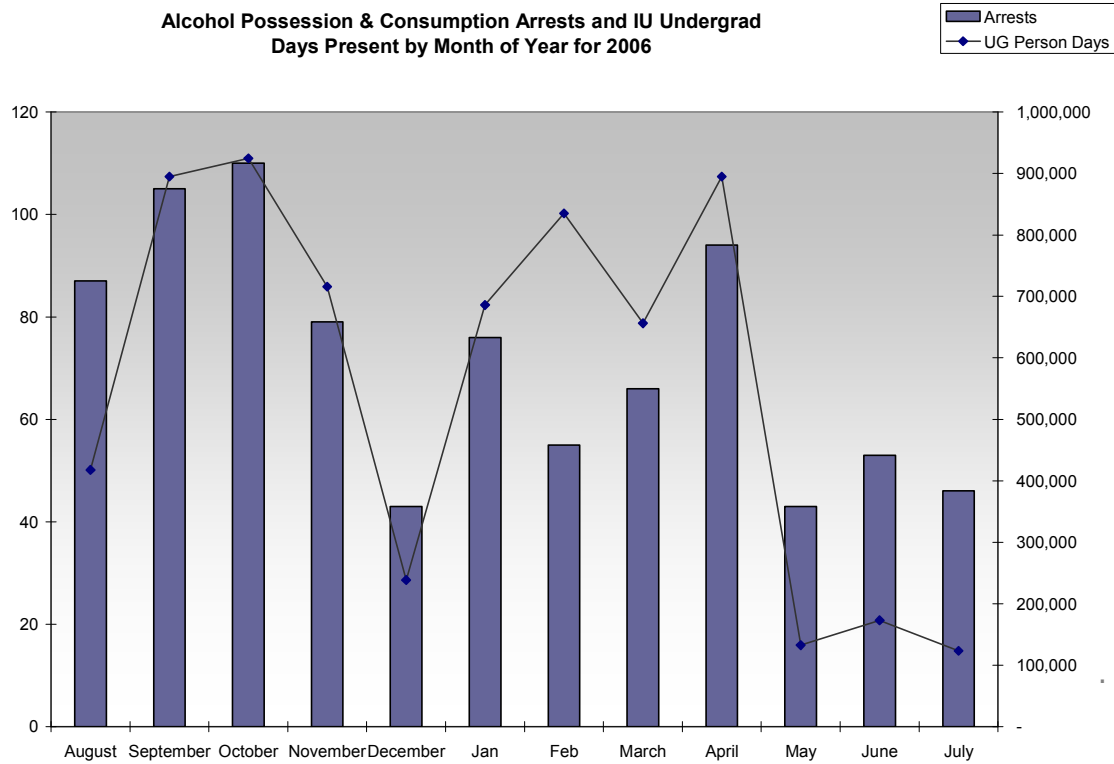
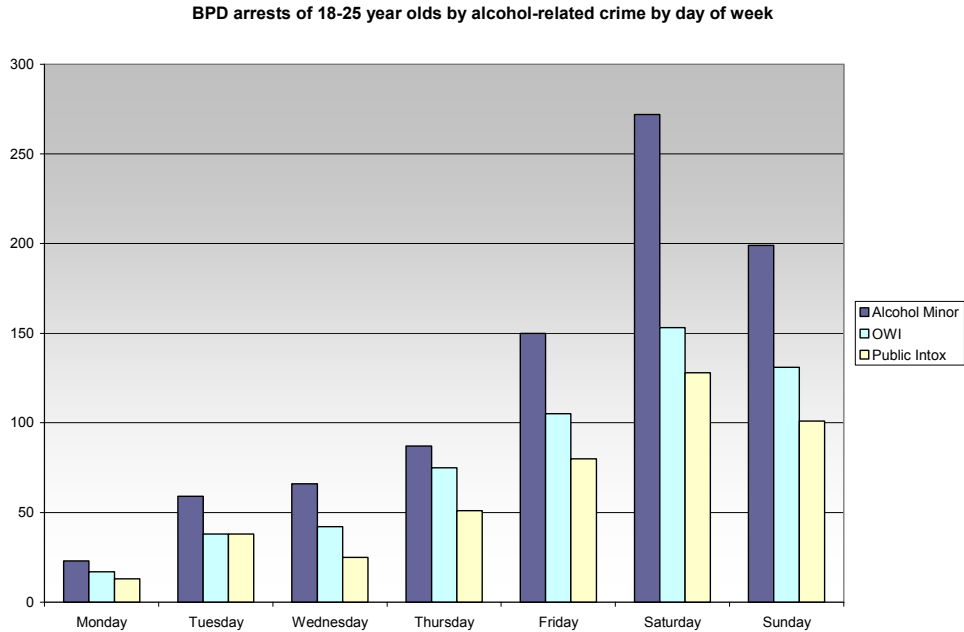


Chart 4

Discovery: There are peaks in arrests coinciding with undergrad presence and campus events. This chart indicates higher arrest numbers during months of the year when undergraduate activities occur such as Fall semester move-in and Little 500 in Spring

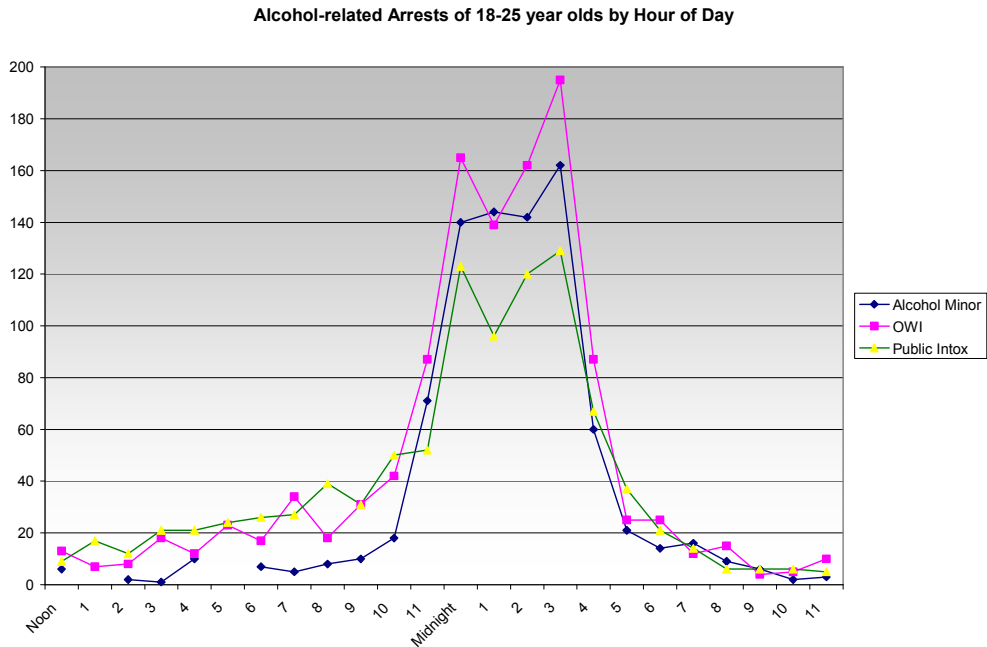
ARREST DATA

Alcohol Crimes by Day of Week & Time of Day



Charts 5 & 6

Discovery: Thursday through Sunday are peak days for arrests of 18-25 yr. olds. Peak hours of OWI, Illegal consumption/possession, and public intoxication are 12 am, 3 am and 4 am.



INDIANA STATE EXCISE POLICE

“Excise Police issued more summonses in Monroe County, than in any other county in Indiana in 2007”.

(Quote and statistics from News Release January 2008 by Officer Travis Thickstun)

Total excise violations 2007: 1,629

Total excise violations 2006: 880

- 905 minors were charged with illegal possession, consumption or transportation of alcoholic beverages.
 - 319 tickets were issued for possession of false identification.
 - 45 adults were charged with furnishing alcoholic beverages to a minor.
 - 45 minors were charged with being in a tavern or liquor store.
 - 15 people were arrested for public intoxication.
 - 13 people were arrested on drug-related charges.
- 287 additional charges were filed for a variety of other offenses.

“The increase in arrests and ticket numbers are primarily the result of two factors: a renewed focus by the department on and near Indiana University and a cooperative relationship with several alcoholic beverage establishments in Bloomington.”

– Officer Travis Thickstun

PRE TRIAL DIVERSION DATA

Pre Trial Diversion Program:

The Pre-Trial Diversion Program (PDP) is designed to keep offenders out of court and thereby keep convictions off of their records. Offenses eligible for PDP include: alcohol violations such as public intoxication, illegal consumption/possession, check deception and driving while having a suspended license. Once an offender is approved for PDP, he or she must sign an agreement to commit no further criminal offenses within one year, to comply with all program terms and to pay various fees. Once all terms of the program have been successfully completed, and no further criminal offenses have been committed within that year, the offender's charge will be dismissed.

Terms of the Program for Alcohol Related Violations:

- A. Attend an alcohol education class
- B. Complete road crew if applicable
- C. Pay fees

Discovery: It is estimated by the Monroe County Coordinator of the Alcohol Education School that 98% of the PDP offenders enrolled are in the 18-25 yr. old demographic.

Citations for minor alcohol-related offenses: illegal consumption/public intoxication:

2006 – 1,222

2007 – 1,642

PROBATION DATA

The most prevalent adult offense type in Monroe County in 2007 was substance-related, accounting for 57% of all offenses committed by adult offenders.

Operating While Intoxicated was the number one offense, as it has been for the past 17 years, accounting for 35% of all adult probationer offenses committed.

Of the more than 10,032 drug screens administered by county probation in 2007 to monitor compliance, 1,763 showed positive for continued substance use.

Probation: Adults & Juveniles

2006 Monroe County Offense Statistics for Adults & Juveniles

	Adult	Juvenile
Alcohol/Drug Related	724 (52%)	60 (20%)
Theft	245 (18%)	58 (18%)
Battery/Violent	147 (11%)	32 (10%)
Other	265 (19%)	46 (15%)
Juvenile Status	N/A	122 (38%)
Totals	1,381	318

Table 20 Data provided by Monroe County Probation

Juvenile

Among Monroe County Juveniles in 2006, substance-related offenses accounted for 60 of the substance related offense referrals resulting in supervision.

Illegal Consumption continued to be the most common substance-related offense for which a juvenile received supervision services; representing 26 of the 60 substance-related supervisions in 2006.

Monroe County Juvenile Detention Statistics

- In 2006, 110 local juvenile offenders (79 male and 31 female) were held in secure detention facilities throughout Indiana. (Presently, Monroe County does not have a juvenile detention facility.)
- The 110 individual youthful offenders detained in 2006 were admitted to various facilities 182 separate times throughout 2006.
- Of these admissions, 3011 days were billed to Monroe County, for a cost of over \$339,499.

Substance Abuse Offenses Probation Demographics & Levels of Dysfunction

Age		
	2005	2006
17-Under	20 (3%)	11 (2%)
18-20	117 (15%)	130 (20%)
21-30	391 (49%)	309 (48%)
31-40	140 (18%)	86 (14%)
41-50	83 (10%)	59 (9%)
51-60	40 (5%)	34 (5%)
61-Over	5 (<1%)	11 (2%)
TOTAL	796	640
Gender		
	2005	2006
Male	614 (77%)	486 (76%)
Female	182 (23%)	154 (24%)
Total	796	640
Type of Charge		
	2005	2006
DWI	602 (76%)	476 (74%)
Drug	132 (17%)	89 (14%)
Other Criminal	3 (<1%)	2 (1%)
Other Alcohol	59 (7%)	73 (11%)
TOTAL	796	640

*2006: 10 CASES "no demographics available."

Adults aged 18-30
offended more than
other age groups.

Males comprised 76% of
offenders in 2006.

**Drunk
driving was
No. 1
Offense.**

Race		
	2005	2006
Black	47 (6%)	33 (5%)
White	709 (89%)	579 (91%)
Hispanic	18 (2%)	13 (2%)
Other	22 (3%)	15 (2%)
TOTAL	796	640
Admissions to Court Alcohol & Drug Program		
	2005	2006
1st Time	588 (74%)	470 (73%)
2 nd or More	208 (26%)	170 (27%)
TOTAL	796	640
Level of Dysfunction		
	2005	2006
Alcohol/Chemically Dependent	292 (37%)	218 (34%)
Alcohol/Drug Abuser	365 (46%)	314 (49%)
Potential Problem User	127 (16%)	89 (14%)
Recreational User	0	0
Other	12 (1%)	19 (3%)
TOTAL	796	640
Prior Convictions		
	2005	2006
Yes	372 (47%)	290 (45%)
No	424 (53%)	350 (55%)
TOTAL	796	640
IU Student		
	2005	2006
Yes	197 (25%)	186 (29%)
No	599 (75%)	454 (71%)
TOTAL	796	640

91% of Offenses in 2006 were committed by those who identify themselves as 'white'. The second highest rate (5%) was attributable to those who consider themselves 'black'.

2006:
34% of offenders were assessed as alcohol and/or chemically dependent.

IU students made up 29% of all substance abuse offenders.

2006:
45% of Offenders had prior convictions.

PROBATION DATA CONTINUED

One in five probationers in 2006 was an 18-25 yr. old arrested on an alcohol-related primary charge.

- In 2006 there were 491 OWI probationers.
- 52% of those were 18-25 yr. olds.
Male 188, 15 Repeat Offenders. Female 65, 4 Repeat Offenders
- IU students accounted for 26%.

STATE & NATIONAL DATA

State Alcohol Related Arrest Rates

In 2005, Indiana arrest rates, per 1,000 population, were 5.9 for driving under the influence (36,800 arrests), 3.3 for public intoxication (20,700 arrests), and 2.7 for liquor law violations (17,100 arrests)¹⁰

National Data – Operating While Intoxicated

In 2006, an estimated 12.4 percent of persons aged 12 or older drove under the influence of alcohol at least once in the past year. This percentage has dropped since 2002, when it was 14.2 percent, and is significantly lower than 2005, when it was 13.0 percent. The 2006 estimate corresponds to 30.5 million persons.

Nationally, driving under the influence of alcohol was associated with age in 2006. An estimated 7.9 percent of 16 or 17 year olds, 19.7 percent of 18 to 20 year olds, and 27.3 percent of 21 to 25 year olds reported driving under the influence of alcohol in the past year. Beyond age 25, these rates showed a general decline with increasing age.

Among persons aged 12 or older, males were nearly twice as likely as females (16.3 vs. 8.6 percent) to drive under the influence of alcohol in the past year.


VEHICLE COLLISION DATA


Sources & Acronyms

VCRS/ARIES: The Indiana State Police Vehicle Crash Records System (VCRS) is now the Automated Reporting Information Exchange System (ARIES), incorporating various types of reports related to traffic collisions.

FARS: Fatality Analysis Reporting System, National Highway Traffic Safety Administration.

Table 22 & 23

	FARS Fatal Count 2007						
THE PROVISIONAL TOTAL OF TRAFFIC FATALITIES AS OF 23:59 ON DECEMBER 31 st , 2007 IS AS FOLLOWS:							
	DEATHS		CRASHES		REDUCTION/INCREASE		
	2006	2007	2006	2007	Deaths	Crashes	
Rural	628	650	562	578	+22	+16	
Urban	274	248	258	227	-26	-31	
Statewide	902	898	820	805	-4	-15	

	FARS Fatal Count 2008						
THE PROVISIONAL TOTAL OF TRAFFIC FATALITIES AS OF 9:00 A.M. ON March 3 rd , 2008 IS AS FOLLOWS:							
	DEATHS		CRASHES		REDUCTION/INCREASE		
	2007	2008	2007	2008	Deaths	Crashes	
Rural	90	74	80	67	- 16	- 13	
Urban	40	33	40	32	- 7	- 8	
Statewide	130	107	120	99	- 23	- 21	

Monroe County FARS statistics for 2006

40% of Crash Fatalities in Monroe County were Alcohol Related.

The County rate for OWI crashes is 12%

Monroe County Fatality Trends by Crash Type: 15 Total Crash Fatalities

- Alcohol Related Crashes 6
- Single Vehicle Crashes 12
- Speeding Involved Crashes 3
- Roadway Departure Crashes 14
- Passenger Car Occupants 9
- Light Truck/Van Occupants 2
- Motorcycle Riders 3

Of the 11 fatalities of passenger vehicle occupants, 7 were unrestrained, 2 were restrained, and for 2 of the deaths the status is 'unknown'.

All 3 of the motorcycle fatalities were unhelmeted riders.

State of Indiana Statistics:

In 2006, a total of 11,718 alcohol-related collisions occurred in Indiana; 267 of these were fatal.

During the 2003 to 2006 period in Indiana, alcohol appeared to be an important factor in 19 percent of collisions with incapacitating injuries and 30 percent of fatal injury collisions.

Two demographic groups were at highest risk in the gender/age comparison—males between the ages of 21 and 29 and those between 30 and 39. In 2006, of the total 176 fatalities among 21 to 39 year old male drivers, 73 (41 percent) had reported BAC levels of .08 g/dL or greater.

Indiana collision data suggest Indiana counties test, on average, about one-half of their fatalities for evidence of alcohol.

When BAC results were reported to the Indiana State Police data repository, they tended to corroborate legal intoxication (.08 g/dL or greater) in crashes nominally classified as alcohol-related, but reported results were always less than the estimated number of alcohol-related collisions. The final BAC result probably reflects underreporting because crash reports might not be updated for every test performed.

Considering all 609 fatal injuries among Indiana drivers in 2006, 192 drivers were linked to alcohol-related collisions, 84 percent of them were reported as having positive BAC results (i.e., greater than .00 g/dL), and 73 percent were legally intoxicated (.08 g/dL or higher).

During weekends from 6 pm Friday to late Sunday night and early Monday morning, alcohol-related fatalities and injuries increase.

Source: National Highway Traffic Safety Administration.

Logic Model – Consequences

Health Consequences

STATE & NATIONAL FAST FACTS

The rate for alcohol abuse and dependence in Indiana is 8%, with the highest rate among 18- to 25-year-olds (18%)

SAMHSA (2007) NSDUH

Most admissions to substance abuse treatment are due to alcohol, and the percentage of admissions due to alcohol is significantly higher in Indiana (47%) than for the entire U.S. (39%)

SAMHSA, Treatment Episodes Data Set (TEDS)

Highest rates of alcohol dependence in the Indiana treatment population are found among Whites (84%) and individuals 55 years and older (73%)

SAMHSA – TEDS

8% of all deaths from disease in Indiana are alcohol-related

Centers for Disease Control and Prevention, Alcohol Related Disease Impact (ARDI)

In 2005, 498 Hoosiers died from chronic liver disease and cirrhosis

Indiana State Department of Health, Epidemiology Resource Center. (2007)

Alcohol is a common factor in drowning accidents (34%) and suicides (23%)

Centers for Disease Control and Prevention, Alcohol Related Disease Impact (ARDI)

Health Consequences Associated with Alcohol Abuse

- Unintentional injuries (e.g. car crash, falls, burns, drowning)
- Intentional injuries (e.g. firearm injuries, sexual assault, domestic violence)
- Alcohol poisoning
- Sexually transmitted diseases
- Unintended pregnancies
- Children born with fetal alcohol syndrome
- High blood pressure, stroke, and other cardiovascular diseases
- Liver disease
- Neurological damage
- Sexual dysfunction

BLOOMINGTON HOSPITAL EMERGENCY ROOM DATA

Emergency room visits and hospital admissions linked to substance use or abuse are tracked by primary and secondary diagnosis. A patient of emergency department services may present an acute condition directly resulting from alcohol or drugs, such as an overdose, or may present an injury or condition wherein alcohol or drugs were a causal factor only. For example, a patient presenting head trauma from an automobile accident would be diagnosed with head trauma and any substance abuse indicated would be part of the secondary diagnosis.

2006: 712 ER visits and concurrent hospital admits for 18-25 yr. olds with alcohol as primary or secondary diagnosis.

Patients with Alcohol-Related Diagnosis Ages 18-24 Alcohol primary factor				
	2006		Jan-Sept 2007	
	ER Vists	Admits	ER Vists	Admits
Females	112	5	75	8
Males	117	21	100	16
Total	229	26	175	24
Patients with Alcohol-Related Diagnosis Ages 18-24 Alcohol secondary factor				
	2006		Jan-Sept 2007	
	ER Vists	Admits	ER Vists	Admits
Females	164	19	112	29
Males	221	53	213	42
Total	385	72	325	71

Table 24 Source: Bloomington Hospital Emergency Room Data

TREATMENT EPISODES DATA

Most admissions to substance abuse treatment are due to alcohol, and the percentage of admissions due to alcohol is significantly higher in Indiana (47%) than for the entire U.S. (39%)

Source: Substance Abuse and Mental Health Services Administration - Treatment Episodes Data Sets (TEDS)

Monroe County TEDS:

Number of individuals with Alcohol as primary Drug of Abuse 2005: 411 Male 133 Female
 Number of individuals with Alcohol as secondary Drug of Abuse 2005: 117 Male 67 Female
 The rate for alcohol abuse and dependence in Indiana is 8%, with the highest rate among 18- to 25-year-olds (18%).

TEDS 2005/ Alcohol as drug of focus by age *in Monroe County*:

Age
 0-17 = 14
 18-24 = 134
 25-34 = 141
 35-44 = 156
 45-64 = 99
 65+ = 0

DEATHS RELATED TO ALCOHOL

National Fast Fact: Alcohol use is a major factor in homicides (47%)

In Monroe County from 2001 to 2006:

Alcohol caused an average of 20% or 1/5 of the deaths reported.

Table 25

Estimated Role of Alcohol on Monroe County Deaths 2001-2004			
	Deaths	Alcohol Caused	% Alcohol Caused
2001	131	24	18%
2002	151	31	21%
2003	127	23	18%
2004	150	36	24%

Average 20%

Source ISDH; CDC, 2004; IPRC

<http://www.sis.indiana.edu/MortalityFractions.aspx>

ALCOHOL & SEXUALLY TRANSMITTED DISEASES

Research points to a link between binge drinking and sexually transmitted diseases:

Some of the most extensive data on the consequences of binge drinking come from studies by Henry Wechsler, Ph.D., a Harvard researcher. Wechsler found that alcohol's effects are most extreme for frequent binge drinkers (his term for those who have binged at least three times in the past two weeks). These effects include the realm of sexual health.

- Frequent binge drinkers are likely to have unplanned sex (41 percent) or unprotected sex (21 percent) after drinking.
- Thus, binge drinking increases the risk of unwanted pregnancy and sexually transmitted diseases.

County STD Data:

Monroe County STD Morbidity				
Chlamydia Cases				
	1996	2000	2006	% Increase 1996-2006
Females 15-19	57	83	92	61%
Females 20-24	51	85	157	207%
Males 15-19	8	11	18	125%
Males 20-24	6	24	60	900%
Gonorrhea Cases				
	1996	2000	2006	% Increase 1996-2006
Females 15-19	10	17	26	160%
Females 20-24	6	18	34	466%
Males 15-19	3	3	9	200%
Males 20-24	2	7	20	900%

Table 26 Courtesy of Monroe County Public Health records

Morbidity by Gender:

Cases of Chlamydia and Gonorrhea recorded for males are typically lower than the cases reported for females. This may be due to infected asymptomatic males not seeking treatment. *Gonorrhea presents in males with more noticeable symptoms than Chlamydia.*

Additional fact: 2 county females aged 10-14 presented with Chlamydia in 2006.

Logic Model – Consumption Patterns

Youth – College – Adult

STATE AND NATIONAL FAST FACTS

Alcohol is readily available and is the most frequently used drug in Monroe County. This is not surprising given that alcohol is the most frequently used drug in the United States.

Alcohol Consumption rates for both Indiana and the U.S. have increased from 1999 to 2005.

SAMHSA 2007

Beer comprises the largest volume of alcohol consumed in Indiana (1.14 gallons per capita), followed by liquor (0.66 gallons), and wine (0.22 gallons).

National Institute on Alcohol Abuse and Alcoholism 2007.

49.94% of Indiana residents 12 yrs. of age or older reported using alcohol during the past month.

SAMHSA 2004-2005 National Survey on Drug Use and Health

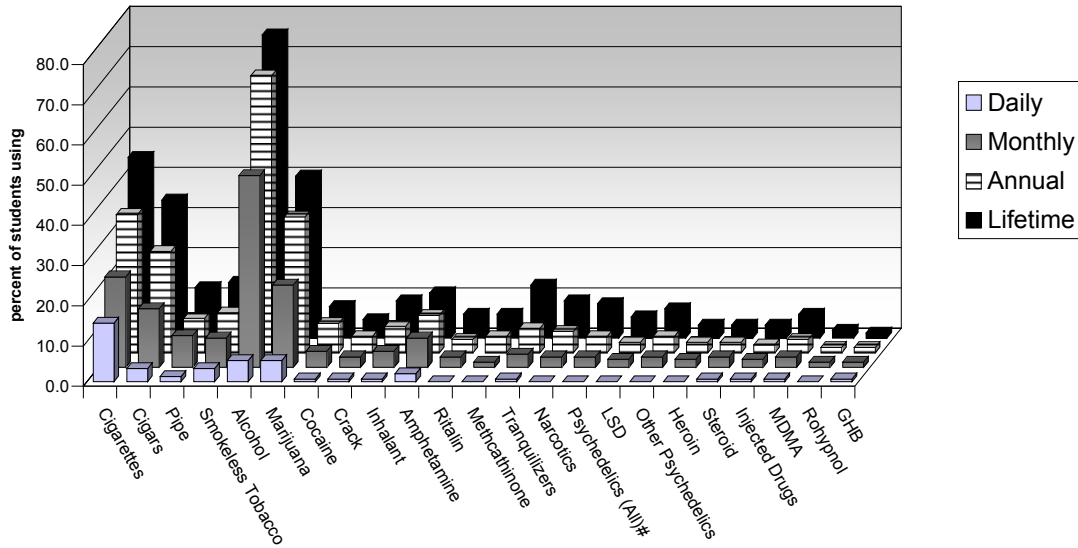
YOUTH ALCOHOL USE DATA

County Youth Consumption

In the 2006 Indiana Prevention Resource Center (IPRC) - MCCSC Alcohol, Tobacco, and Other Drug Use survey, students reported prevalence rates for alcohol and marijuana use that were higher than the state use rates reported on the state IPRC survey.

Prevalence of Drug Use, 2006

Monroe County Community School Corporation 12th Graders



Source: Indiana Prevention Resource Center at Indiana University, 2006

Category change starting 2002: Psychedelic category split to LSD Only and Other Psychedelics. Calculations were adjusted accordingly. Psychedelic rate computed by aggregating responses indicating either LSD or Other Psychedelics use, or endorsement of both.

Chart 7

Monroe County Community School Corporation Students

- Lifetime Prevalence Rates:**
 11th grade lifetime prevalence rates for alcohol and 10th and 11th grade lifetime prevalence rates for marijuana were higher among MCCSC students when compared to the state rates for the same grades.

LIFETIME PREVALENCE RATES	ALCOHOL			MARIJUANA		
	MCCSC	STATE	DIF.	MCCSC	STATE	DIF.
10 TH GRADE	65.2	62.3	2.9	36.6	30.1	6.5
11 TH GRADE	72.6	66.7	5.9	46.7	34.4	12.3
12 TH GRADE	75.5	70.2	5.3	40.4	37.1	3.3

Table 27

- Annual Prevalence Rates:**
 MCCSC students' annual prevalence rates were higher for alcohol among 10th graders, and marijuana rates were higher among 10th and 11th grades when compared to the state rates for the same grades. However, among 8th grade students, prevalence rates for alcohol were lower than the state rate. Table 28

ANNUAL PREVALENCE RATES	ALCOHOL			MARIJUANA		
	MCCSC	STATE	DIF.	MCCSC	STATE	DIF.
10 TH GRADE	57.9	53.7	4.2	30.8	23.8	7.0
11 TH GRADE	66.1	57.0	9.1	39.8	26.5	13.3
12 TH GRADE	68.9	61.5	7.4	33.8	27.5	6.3

Chart 28

Monroe County Community School Corporation Students

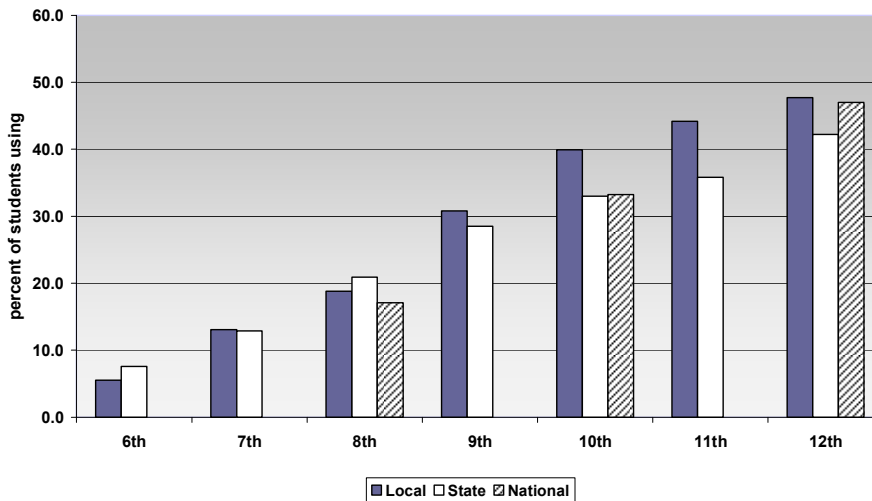
- Monthly Prevalence Rates:**

MCCSC students' monthly prevalence rates were higher for alcohol among 10th and 11th grades, and higher for marijuana among 8th and 11th grades when compared to the state rates for the same grades. Among 6th grade students, however, the rates were lower than the state.

MONTHLY PREVALENCE RATES	ALCOHOL			MARIJUANA		
	MCCSC	STATE	DIF.	MCCSC	STATE	DIF.
10 TH GRADE	39.9	33.0	6.9	17.1	14.6	2.5
11 TH GRADE	44.2	35.8	8.4	29.2	15.7	13.5
12 TH GRADE	47.7	42.2	5.5	20.5	17.2	3.3

Table 29

Monthly Alcohol Use by Grade, 2006
Monroe County Community School Corporation



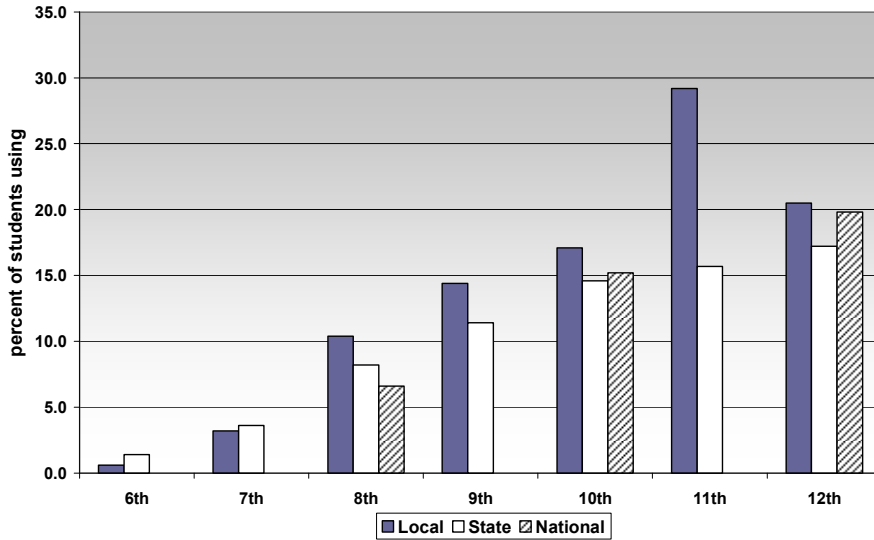
Source: Indiana Prevention Resource Center at Indiana University, 2006
Johnston, et al., National Institute on Drug Abuse, 2005

Chart 8

Monthly alcohol use rates climb as students progress to higher grades.

Monroe County Community School Corporation Students

Monthly Marijuana Use by Grade, 2006 Monroe County Community School Corporation



Source: Indiana Prevention Resource Center at Indiana University, 2006
Johnston, et al., National Institute on Drug Abuse, 2005

Monthly marijuana use peaks in 11th grade.

Chart 9

Daily Prevalence Rates:

Daily rates of binge drinking were higher among 11th grade MCCSC students than the state. However, daily prevalence rates were lower than state rates for 7th grade binge drinking.

Student Athletes Reporting Use:

Students who self reported having missed more than ten days of school (listed below as 'troubled athletes' and 'high risk students') showed higher rates of alcohol use than the general population. In the table below 'general population' is defined as students who reported as not being involved in after school sports or activities.

Table 30

	Binge Drinking past 2 weeks	Alcohol use past 30 days	Alcohol use past year
General Population	16.4%	32.3%	53.5%
Student Athletes	24.0%	40.4%	56.6%
High Risk Students	38.0%	60.6%	80.2%
Troubled Athletes	64.0%	69.6%	87.3%

Monroe County Community School Corporation Students

Trends in perceived risk:

- Perceived risk of alcohol use has gone down
- The perceived risk of marijuana has gone down
- The perceived risk of smoking has gone up slightly

% of students that perceive a risk using specific substances

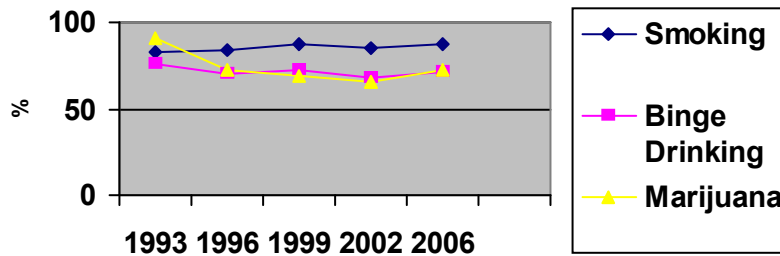


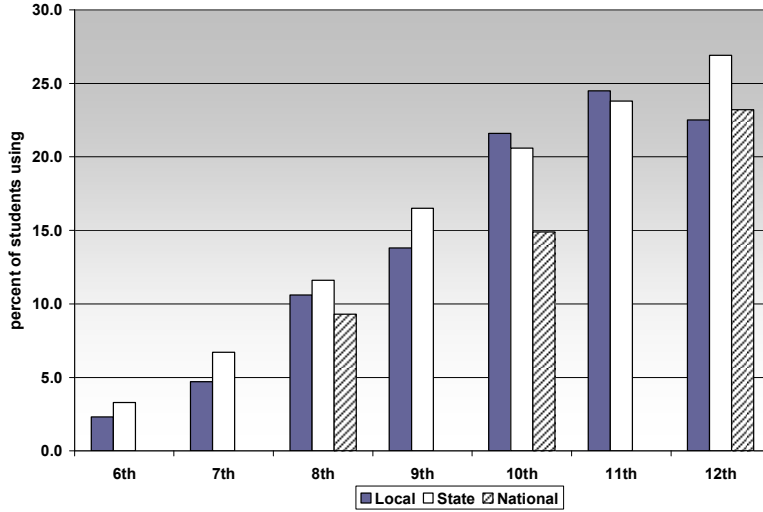
Chart 10

Tobacco Use by Youth – INDIANA Data

- Among 12- to 17-year-olds in Indiana, 14% currently use a tobacco product and 12% smoke cigarettes. SAMSHA, NSDUH
- 8% of middle school students and 21% of high school students in Indiana currently smoke cigarettes. Centers for Disease Control and Prevention (2007) Youth Risk Behavior Survey
- White high school students have significantly higher smoking rates than Black students (22% and 13%, respectively). Centers for Disease Control and Prevention (2007) Youth Risk Behavior Survey
- Cigarette use (lifetime, annual, monthly, and daily use) among Indiana students in grades 6 through 12 has remained stable or declined significantly from the previous year. Cigar and pipe use showed a significant incline in some grade levels. IPRC (2007)

Monroe County Community School Corporation Students

Monthly Cigarette Use by Grade, 2006
Monroe County Community School Corporation



Source: Indiana Prevention Resource Center at Indiana University, 2006
 Johnston, et al., National Institute on Drug Abuse, 2005

Chart 11

Does the state of Indiana Require ATOD Education in schools?

Is prevention education required?	yes
Grade requirements	K-12 (each grade)
Relevant statute/requirement	Code 20-30-5-11 (2005)
Is teacher training in drug and alcohol education required?	No
Relevant content standards (if specified)	Indiana Academic Standards for Health Education

Indiana College Student Consumption Data

From the 2006 Core Survey of 14 Indiana campuses
(Sponsored by the IN Coalition to Reduce Underage Drinking)

The binge drinking rate for Indiana is 45%

35% of students had trouble with police

25% reported personal problems including depression

24% reported driving while under the influence

18% reported academic failure

36% said they did something they regretted...

Like having a sexual encounter.

More than 55% said alcohol facilitates sexual opportunity....

10% reported being taken advantage of sexually.

College Students/National Data:

From SAMHSA – 2006 *The National Survey on Drug Use and Health (NSDUH)*: Young adults aged 18 to 22 enrolled full time in college were more likely than their peers not enrolled full time (i.e., part-time college students and persons not currently enrolled in college) to use alcohol in the past month, binge drink, and drink heavily.

- Past month alcohol use was reported by 66.4 percent of full-time college students compared with 54.1 percent of persons aged 18 to 22 who were not enrolled full time.
- Binge and heavy use rates for college students were 45.5 and 19.0 percent, respectively, compared with 38.4 and 13.3 percent, respectively, for 18 to 22 year olds not enrolled full time in college.
- The pattern of higher rates of current alcohol use, binge alcohol use, and heavy alcohol use among full-time college students compared with rates for others aged 18 to 22 has remained consistent since 2002 (Figure 3.4).

ADULT CONSUMPTION DATA

National Binge and Heavy Alcohol Use Data:

Employment

From SAMHSA – 2006 *The National Survey on Drug Use and Health (NSDUH)*:

Rates of current alcohol use were 62.0 percent for full-time employed adults aged 18 or older in 2006, higher than the rate for unemployed adults (52.1 percent). However, the pattern was different for binge and heavy alcohol use. Rates of binge and heavy use for unemployed persons were 34.2 and 12.2 percent, respectively, while these rates were 29.7 and 8.9 percent for full-time employed persons.

Most binge and heavy alcohol users were employed in 2006. Among 54.0 million adult binge drinkers, 42.9 million (79.4 percent) were employed either full or part time. Among 16.3 million heavy drinkers, 12.9 million (79.2 percent) were employed.

Geographic Area

The rate of past month alcohol use for people aged 12 or older in 2006 was lower in the South (46.9 percent) than in the Northeast (56.3 percent), Midwest (53.5 percent), or West (50.4 percent).

Among people aged 12 or older, the rate of past month alcohol use in large metropolitan areas (53.5 percent) was higher than the 49.6 percent in small metropolitan areas and 45.0 percent in nonmetropolitan areas. Binge drinking was equally prevalent in small metropolitan areas (22.6 percent), large metropolitan areas (23.4 percent), and nonmetropolitan areas (22.2 percent).

Alcohol's Association with Illicit Drug Use

From SAMHSA – 2006 *The National Survey on Drug Use and Health (NSDUH)*:

The level of alcohol use was associated with illicit drug use in 2006. Among the 16.9 Million heavy drinkers aged 12 or older, 32.6 percent were current illicit drug users.

Persons who were not current alcohol users were less likely to have used illicit drugs in the past month (3.4 percent) than those who reported (a) current use of alcohol but did not meet the criteria for binge or heavy use (6.4 percent), (b) binge use but did not meet the criteria for heavy use (16.0 percent), or (c) heavy use of alcohol (32.6 percent).

Alcohol consumption levels also were associated with tobacco use.

INDIANA GENERAL TOBACCO CONSUMPTION FACTS

One-third of Hoosiers (1.7 million residents) age 12 and older currently use a tobacco product– this is significantly higher than the U.S. tobacco use rate of 29%. SAMSHA, NSDUH

- 28% of Hoosiers (1.4 million residents) age 12 and older smoked cigarettes in the past month–this is significantly higher than the U.S. smoking rate of 25%. SAMSHA, NSDUH
- The highest smoking rate in the state is among 18- to 25-year-olds (42%). SAMSHA, NSDUH
- Indiana’s adult smoking prevalence (24%) is the 5th highest in the nation and significantly higher than the U.S. prevalence of 20%. Centers for Disease Control and Prevention (2007) YRBS
- 19% of Hoosiers use cigarettes every day. Centers for Disease Control and Prevention (2007)YRBS
- Smokers are most likely to be male, have an annual household income under \$15,000, and have neither a high school degree nor a GED. Centers for Disease Control and Prevention (2007) YRBS

GOALS OF THE LOCAL EPIDEMIOLOGICAL OUTCOMES WORKGROUP FOR NEXT PROFILE:

- Analyze arrest data for ‘furnishing alcohol to minor’ totals by age, race, and gender.
- Formalize data collection in terms of when the data will be collected from respective agencies on an annual basis.
- Formalize when annual epidemiological profiles will be published.

SPF SIG Funding Allocations

The IN Strategic Prevention Framework SIG Funding Allocations for Monroe County

\$165,000 annually beginning July 2007 and ending July 2011
Additional \$53,000 allocated for second year
which is the first year of implementation, July 2008 – July 2009

1st yr. \$50,000 appropriated for Technical & Evaluation Assistance.
For the duration of the grant, \$25,000 will be appropriated for Evaluation Assistance.

CCAA—Ivy Technical Community College Campus

Through the SPF process phase of capacity analysis, it was determined that although both higher education institutions present in the county provide forms of prevention to their student bodies, Ivy Tech presented with the higher need for developing a more comprehensive approach.

To address underage and binge drinking among the **18-25 demographic** we will partner with Ivy Tech Community College Bloomington to build their prevention capacity through the implementation of the **SAMHSA model program: CCAA—Challenging College Alcohol Abuse.**

This is an environmental management and social norms program which features campus based strategies and media campaigns. The program targets and evaluates through use of a CORE survey, the following aspects of alcohol consumption by 18-24 yr. olds:

1. Heavy drinking
2. Frequent drinking
3. Attitudes & Beliefs
4. Consequences of Alcohol Use.

“The intervention was developed at the University of Arizona based on work previously done at Northern Illinois University. CCAA uses a campus-based media campaign and other strategies to address misperceptions about alcohol and make the campus environment less conducive to drinking.” (SAMHSA, 2008) CCAA encompasses the following:

- (1) Communicating norms using data from surveys.
- (2) Educating students on less-known or less-understood facts related to alcohol.
- (3) Offering an opportunity to change the “public conversation” around alcohol use among students, staff, and the local community.

We will offer monthly workshops on campus along with other media to communicate factual information about alcohol and drugs, refusal skills, and related topics such as health and wellness, study habits, self-efficacy, sexual assault, and sexually transmitted diseases.

Project 1825 will also offer orientation programming to parents of freshman students that includes an interactive power point on the vulnerabilities and opportunities present in 18-25 yr. old brain development. Parents will be provided a take-away of “10 Keys to Success” that aids parents in establishing healthy expectations with their student in terms of alcohol use.

Program goals in relation to epi data

This program fits with our goal of reducing alcohol arrests as analyzed on pgs. 44-49 of this document, inclusive of:

- Reducing by 5% - Arrests for illegal consumption/possession by 18-25 yr. olds**
- Reducing by 5% - Arrests for public intoxication by 18-25**
- Reducing by 5% - OWI arrests for 18-25 yr. olds [from 83% to 78% (BPD & IUPD)]**

This program and its methods also fit with our goals to address the following community intervening variables/conditions: to change Drinking Expectancies, Beliefs – *Perceptions of Risk, Perceptions of Family, Peer, & Community Approval*, Social Availability, Drinking Context, School Influence

Please review CCAA logic model on pg. 81 which clearly details behavior and outcome changes.

Timeline & Benchmarks

Establishing and implementing with fidelity to the program, the CCAA on the Ivy Tech campus, will take some time. The first two year benchmarks timeline for implementation:

- 2008-2009:** Establish baseline CORE survey for evaluation purposes
 - Develop or purchase marketing posters and messages for focus group review
 - Hold focus groups on campus of Ivy Tech students as products are acquired
 - Develop Ivy Tech Peer Leader Group
 - Present monthly workshops, interactive educational activities w/ peer leaders
 - Evaluate any activities/workshops with pre/post question/quiz tools
 - By February of 2009 have initial posters and messaging in place
 - 2009-2010:** Continue CORE surveys of both incoming and second year students
 - Develop or purchase marketing posters and messages for focus group review
 - Hold any additional focus groups needed for new materials
 - Continue Ivy Tech Peer Leader Group
 - Continue to present opportunities for learning to students/parents in cooperation with Ivy Tech Student Services
 - Evaluate any activities/workshops with pre/post question/quiz tools
- This timeline is flexible and only represents the first two years.***

CCAA—Evaluation Plan

An epidemiological profile will be completed for the county annually. This was established through the SPF SIG. It is the goal of the coalition to make this a sustainable activity. The epi profile data on alcohol related arrests will be used to gauge changes in behaviors for the targeted populations of 18-25 including the Ivy Tech student population.

- Reducing by 5% - Arrests for illegal consumption/possession by 18-25 yr. olds**
- Reducing by 5% - Arrests for public intoxication by 18-25**
- Reducing by 5% - OWI arrests for 18-25 yr. olds [from 83% to 78% (BPD &IUPD)]**

The CORE survey of community college students will be employed to evaluate the CCAA program established with Ivy Tech. The college has never utilized this survey before, so to attain base-line data, incoming 2008-2009 school year Freshmen will be surveyed during orientation. This process began in June of 2008 with the 96 "Hoosier Link" students who will attend Ivy Tech, yet reside in an Indiana University dorm. Second year students will also be surveyed via website to establish a base-line of data for second year students. Dates for those surveys are presently being established. The timeline for implementing the survey includes the following academic years: 2008, 2009, 2010, 2011.

In addition to the CORE survey and epidemiological data review, our evaluation plan includes the development of assessment tools such as pre and post workshop or activity mini surveys, or quizzes to gauge for attitudes, changes in attitudes, changes in knowledge, changes in behaviors or planned changes for behaviors. These tools will be developed throughout the timeline by project staff and will be reviewed by Indiana Prevention Resource Center SPF SIG Evaluation staff for approval and/or revision.

Additionally, all materials used in the CCAA program will be catalogued for review by evaluators.

CCAA—Sustainability Plan

It is the goal of the project to provide Ivy Tech Student Services staff with materials and procedures needed to continue the CCAA past the life of the grant. Since there will be close collaboration between Ivy Tech and project staff, the possibility for sustainability is high. Ivy Tech employs several assistant directors in the Student Services offices in addition to utilizing peer leaders. This allows for the absorption of the staff costs typically involved in the execution of the CCAA. It is the goal of this project to further develop the capacity of both the Ivy Tech staff and peer leaders in developing prevention/social marketing posters and activities.

The marketing of local enforcement of alcohol laws in addition to normative values to both the **under 18 and 18-25 demographic** through various media outlets and in specified community locales including retail alcohol outlets, movie theatres, and educational facilities will affect the following county intervening variables:

1. Drinking beliefs (including perceptions of risk and perceptions of family, peer & community approval)
2. Social availability
3. drinking context



CCAA Model Program for IVY TECH Logic Model

Goals	Intervening Variables	Focus Population	Strategies	“If-Then” Statements	Change in Intervening variables	Change in Behaviors & Consequences
<p>To address this problem & Consequences:</p> <p>Underage and Binge Drinking</p> <p>Arrests for: Illegal Possession/Consumption, Public Intox. OWI</p>	<p>We will address these intervening variables (e.g. risk and or protective factors):</p> <p>Drinking Expectancies, Beliefs – Perception of Risk, Perception of Family, Peer, & Community Approval Social Availability, Drinking Context, School Influence</p>	<p>For these people:</p> <p>18-25 yr. olds</p>	<p>We will do the following program/ activities/ Strategies:</p> <p>Activities at Ivy Tech Community College – Bloomington: we will partner with Ivy Tech Community College Bloomington to build their prevention capacity through the implementation of the SAMHSA model program: CCAA—Challenging College Alcohol Abuse.</p> <p>This is an environmental management and social norms program which features campus based strategies and media campaigns. The program targets and evaluates through use of a CORE survey, the following aspects of alcohol consumption by 18-24 yr. olds: 1. heavy drinking 2. frequent drinking 3. Attitudes & Beliefs 4. Consequences of Alcohol</p>	<p>We expect that this activity will lead to changes in the risk/protective factors or intervening variables, which in turn will lead to our program goal:</p> <ul style="list-style-type: none"> • If we do interactive ATOD programming, then Ivy Tech students who participate will be less likely to use alcohol due to changes in drinking beliefs. • If we do interactive programming on personal skills building, then those participating students will improve their choice-making, time management, study skills and sense of personal efficacy. • If we partner with Ivy Tech to develop peer educators, then we have cultural competency and ‘street cred’ in the development and 	<p>In the short-term we will know these changes have occurred if:</p> <p>Ivy Tech Core Survey 2009-2010 results for students who experienced one full year of Ivy Tech prevention, looking at the questions referenced in next column.</p> <p style="text-align: center;">↑</p>	<p>Long-term, we will know we are reaching our goals if:</p> <p>Ivy Tech Core Survey results 2010-2011 for comparing to previous two annual surveys:</p> <p>Given baseline figures in the 2008 for 1st year students’ Core Survey results, a survey in 2009-2010 will result in reduction of baseline results for: Questions 14,15, 17,18,20,21,33,37 for Underage and Binge Drinking;</p> <p>Questions 15,17,18,21 for Underage/Binge Drinking Arrests;</p> <p>Question 21 for</p>

		<p>Use.</p> <p>"The intervention was developed at the University of Arizona based on work previously done at Northern Illinois University. CCAA uses a campus-based media campaign and other strategies to address misperceptions about alcohol and make the campus environment less conducive to drinking."⁶The CCAA encompasses the following:</p> <p>(1) Communicating norms using data from surveys. (2) Educating students on less-known or less-understood facts related to alcohol. (3) Offering an opportunity to change the "public conversation" around alcohol use among students, staff, and the local community. <i>We will offer monthly workshops on campus along with other media to communicate factual information about alcohol and drugs, refusal skills, and related topics such as health and wellness, study habits, self-efficacy, sexual assault, and sexually transmitted diseases.</i></p> <p>Monthly Interactive</p>	<p>delivery of visuals and programming.</p> <ul style="list-style-type: none"> • If we market the alternative activities available to ivy tech students, then students will be more likely to participate in healthy activities. • If we educate students through fun & interactive workshops on brain development, then they will have increased metacognition re: learning and vulnerabilities or risks including addiction. • If we market through posters, email and workshops, the local enforcement of alcohol laws, then students will change their drinking expectancies including their perceptions of risk. • If we market through posters, email and programming workshops, positive normative behaviors, then the students will show a decrease in peer, school & 	<p>OWI's;</p> <p>Questions 15,17,18,21,27,35,37 showing an increase in Perception of Risk;</p> <p>Questions 19, 21,26,27,37 showing a decrease in Peer Approval,</p> <p>Questions 18,20,33 showing decrease in Social Availability;</p> <p>Questions 20,27,33, 28 for Drinking Context; and Questions 12,28,29, 39 for School Influence.</p> <p>5% Reductions in arrests for illegal possession/consumption, public intoxication in year 2010 epidemiological survey for 18-25 yr. olds. OWI down to 78% from 83% (BPD & IUPD only)</p>
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			<p>programming that will alternate between these components: cognitive re: consequences of ATOD use, personal & social skills building, alternative activities awareness, study skills, brain plasticity, tips for peak learning performance, stress/anxiety reduction. All offered on campus throughout academic year.</p> <p>Development & engagement of peer educators in programming throughout academic year.</p> <p>Annual Spring & fall orientation presentations to parents on brain vulnerabilities & opportunities including a tool for a prompted ATOD conversation with student. Orientation programming for students on same.</p> <p>Enforcement of Alcohol Laws Marketing on campus via visual media, and/or email throughout academic year.</p> <p>To a limited extent, social norms marketing on campus via visual media or email throughout academic year.</p>	<p>community approval of use.</p> <ul style="list-style-type: none"> Given all of the above, first year students will be less likely to engage in underage and binge drinking due to changes in drinking beliefs, social availability and drinking context. Given all of the above, 2nd year students will be less likely to engage in underage and binge drinking for the same reasons. 		
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				Potential development of curriculum infusion in second year of programming utilizing all general ed. Instructors as cohort practitioners		
Part II – Evaluation						
To what extent was underage and binge drinking by Ivy Tech 18-25 yr. olds (1st and 2nd yr. students) reduced?, Ilgl. Consumption /possession, Public Intox and OWI arrests in county reduced?	To what extent were decreased/ developed?	How many people and what age partici-pated/ How often? 18-25 yr. olds are target – we will get ages via surveys and program participation sign in sheets from bi-monthly activities	To what extent did the program/ activity/ strategy run? Programming every month, plus orientation and marketing via posters, consumables, and email.	To what extent did the activity change behaviors?	To what extent were short-term outcomes identifiable? Months? post participation?	To what extent – how many yrs. Later? 5% Reductions in 2nd year Ivy Tech student drinking & binge drinking reported on Core Survey in year 2009/2010 2010 Epi arrest data 5% Reductions in arrests for illegal consumption/possession, public intox. And OWI by 18-25 yr. olds will reduce from 83% to 78%
Part III - Methods						
Epi Data, Surveys	Assessment Community surveys/ student surveys/	Program Records	Orientation participation numbers for parents/students via sign-in sheets, bi-monthly programming records for student participation via sign-in sheets, email recipients by record of number sent,	Program surveys/student use surveys	Student use surveys/community epi data (arrests, etc.)	Core Survey Data: Questions listed above Core data
Core Institute surveys		Additional Programming records including “Smart Cards” for students who participate		Core Institute student use surveys - annually Pre and Post program question/quiz cards		

<p>annually of 1st. and 2nd yr. students</p>		<p>in series toward earning incentive: power points, take-aways, description of interactive activities for updating, tweaking or future use.</p>		<p>arrest data from epi profile including 18- 25 extrapolated data for Illegal Consumption, Public Intox, OWI</p>
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Social Marketing & Educational Outreach

These approaches will be part of partnerships with law enforcement, MCCSC & RBB school corporations, and other vital community stakeholders.

Actions:

Two, 15 second movie slides will be shown in both Bloomington theatres and their respective lobby televisions prior to all films. Slides will run from November, 2008 to November, 2009 targeting OWI and underage drinking. (Potentially to be seen by 1,000 people per week, 52,000 per year.) The slides are being designed by an ad hoc committee of the LAC. This committee is primarily made up of law enforcement representatives including our drug court judge, our county prosecutor, an excise police officer, and a probation agent. We will do 3 focus group tests of the materials prior to final selection.

A TV commercial produced by award winning middle school film production students of Batchelor Middle School for showing on cable channels typically viewed by teens and the 18-25 yr. old demographic. (e.g. reality shows) The middle school instructor has been contacted and our plan is under consideration in terms of fitting with their extant projects and timelines in the academic year.

“Safe Spring”, “Safe Summer” reminder campaign ads, along with “Not in My House” ads will be marketed through schools, and community partnering institutions. (The “Safe Summer” posters and public service announcements for radio along with the “We Don’t Serve Teens” and “Not in Our House” materials are available through <http://dontserveteens.gov>)

The “Safe Spring” reminder campaign and the “Not in Our House” campaign will provide the project with opportunities to target parents and teens during the prom and graduation seasons. The “Safe Spring” campaign materials will be developed and produced by project staff and partners. This will include the “Not in Our House” materials for parents, school administrators, and coaches in demonstrating a united position on underage alcohol consumption. Indiana social host law flyers will be sent via paper mail and email to approx. 3,500 parents of county high school students prior to graduation each year.

The “We Don’t Serve Teens” posters and register signs will be distributed to county alcohol retail outlets.

Additional messaging that fits with the above mentioned campaigns, yet targets the 18-25 demographic specifically, including college students, will be placed in the IU student newspaper and/or on student buses. Ads placed in alternative papers including high school papers, and psa’s on local radio will also provide opportunities for comprehensive messaging.

Evaluation: This evaluation is presently in development. We will need to develop an evaluation plan for the movie theatre slides, the commercial, and ads with assistance from the Indiana Prevention Resource Center to ensure best prevention practices. This evaluation may include community surveying as well as tracking location or viewing traffic patterns.

Given the dangers of substance use to adolescent brain functioning and the risks for addiction, the LAC chose to target the Drinking beliefs of high school parents and students **under 18** in providing interactive educational brain workshops to both.

A majority of the county schools are not providing this information to parents, so this fills a gap in efforts. The workshops will take place in the respective participating schools. The website for the Asset Building Coalition and Project 1825 (due for completion in August, 2008) will provide parents with the information to expand the reach of this effort. Schools can provide access via their list serves. The project will recruit Youth Summit students, or SADD students if available, to aid in presenting student workshops on the same subject.

Please review logic model on pg. 87 which clearly details behavior and outcome changes.



Project 1825 SPF SIG/Marketing & Educational Outreach

Goals	Intervening Variables	Focus Population	Strategies	“If-Then” Statements	Change in Intervening Variables	Change in Behaviors & Consequences
<p>To address this problem:</p> <p>Underage and Binge Drinking</p> <p>Arrests for: Illegal Possession/Consumption, Public Intox. Furnishing of Alcohol to Minors, OWI</p>	<p>We will address these intervening variables (e.g. risk and or protective factors):</p> <p>Drinking Expectancies, Beliefs – Perception of Risk, Perception of Community, Family & Peer Approval Social Availability, Drinking Context</p>	<p>For these people:</p> <p>18 and under High School age, + 18-25 yr. olds</p>	<p>We will do the following program/activities/Strategies: (what, where, how often or how much, for how long)</p> <p>Marketing of alcohol law enforcement:</p> <ol style="list-style-type: none"> Qty. 2, 15 second movie slides shown in both theatres and the lobby tv for all films prior to main production from November, 2008-November, 2009. One slide targeting OWI, one slide for underage drinking. (potential to be seen by 1,000 people per week – 52,000 per year) TV commercial produced by award winning 	<p>We expect that this activity will lead to changes in the risk/protective factors or intervening variables, which in turn will lead to our program goal:</p> <ul style="list-style-type: none"> If we market the local enforcement of alcohol laws then the drinking expectancies (including perceptions of risk and community approval), social availability and drinking context will be changed leading to reductions in consumption and arrests. If we market positive norms through various media outlets and in specified community locales including retail alcohol outlets and educational facilities, then the drinking beliefs (including perceptions 	<p>In the short-term we will know these changes have occurred if:</p> <p>To check on changes in Drinking Beliefs, we can run mid-year arrest data in May 2009 and analyze it for trends in comparison to prior year.</p> <p>Additionally, changes in tv’s are reflected in student use survey as outlined in next column. It should be noted, it is a matter of opinion as to 2010 being long or short-term.</p>	<p>Long-term, we will know we are reaching our goals if:</p> <p>4% Reductions in 10th -12th grade daily, weekly, monthly, and annual use of alcohol and (4%+) reductions in binge drinking among 10th-12th grade high school students as reported on IPRC school ATOD survey in year 2010.</p> <p>Epi Data:</p> <p>5% Reductions in arrests for furnishing alcohol to minors in year 2010.</p> <p>5% Reductions in arrests for illegal possession/consumption, public intoxication in year</p>

			<p>middle school film production students for showing on cable channels that 18 and under to 18-25 yr. old demographics view (e.g. MTV, reality shows) Viewing months tbd but based upon epi data for high arrest months.</p> <p>3. Ads placed in IU student newspaper and/or on student buses in collaboration with IU Taskforce on Underage Drinking toward reducing underage and binge drinking. Ads placed in alternative papers and high school newspapers. Ads or PSA's on local radio.</p> <p>4. We will utilize some of the pre-made, pre-messaged banners, posters, etc. of the "Safe Summer", "Not in Our House", "We Don't Serve</p>	<p>of risk and community approval), social availability and drinking context will be changed leading to reductions in consumption and arrests.</p>		<p>2010. OWI down to 78% for 18-25 yr. olds (BPD & IUPD only) epidemiological profile data for 18-25 demographic.</p>
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				Teens" federally based prevention social marketing campaigns.					
Part II – Evaluation									
To what extent was underage drinking and binge reduced on the MCCSC IPRC survey in 2010? To what extent were arrests for Ilgl. Consumption, Public Intox and OWI In county reduced in 2009 and 2010?	To what extent were decreased/ developed?	How many people and what age participated/ How often? We can track movie attendance figures, and get rough demographics on commercial showing, newspaper readerships, and radio air time.	To what extent did the program/ activity/ strategy run? Movie slides=all shows for one full year 11/2008-11/2009, website up in August 2008, workshops offered '08-'09 high school academic year, commercial running from Dec. '08 - ? depending on costs, posters and ads in alcohol retail	To what extent did the activity change behaviors?	To what extent were short-term outcomes identifiable? Months? post participation?	To what extent – how many yrs. Later?			

			establishments, various student and community newspapers and psa's on radio from 8/2008-8/2009.				
Part III - Methods							
Epi Data, Surveys	Assessment Community surveys/ student surveys/ IPRC student survey in 2010	Program Records	Attendance of movies, commercial demographics, dates of ads run in papers, psa's on radio. Dates and attendance records for workshops – both student and parent.		Program surveys/student use surveys		Student use surveys/community epi data
Epi arrest data					IPRC ATOD high school survey A new community key leader survey in 2010 to compare with the one administered in 2008		arrest data from epi profile including illegal Consumption, Public Intox, furnishing to minors, and OWI

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