

Iowa's Strategic Prevention Framework to Reduce Underage and Binge Drinking

Clayton County Assessment Workbook



2011 Workbook

(Adapted from the Wyoming Epidemiological Workgroup)

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Table 1: Workgroup Contributors

Name:	Organization:	Contribution:
Dr. Ousmane Diallo	Iowa Department of Public Health	Collection and analysis of state and county indicators
Leah Gates	Local Epidemiological Chair Clayton County	Analysis of local surveys and other data sources; partial compilation of workbook
Tracy Yelden	SPF-SIG Coordinator Clayton County	Collection of local data and focus group information, analysis of data sources, partial compilation of workbook
Adam Sadewasser	Substance Abuse Services for Clayton County	Administration of local surveys Analysis of data sources
Merry French	Substance Abuse Services for Clayton County	Collection of local data, analysis of data sources
Claudia McCalley	Family Resources/Volunteer	Collection of local data
Frank Phippen	Board of Health/Volunteer	Collection of local data
Milly Allen	Substance Abuse Services for Clayton County	Analysis of data sources

Table 2: State Data Sources Used in the Assessment

Data Source:	Data Description:	Data Location:
Iowa Youth Survey	Statewide school survey of 6 th , 8 th , and 11 th graders (2002, 2005, 2008).	www.iowayouthsurvey.org/counties
Behavioral Risk Factor Surveillance System (BRFSS)	The Behavioral Risk Factor Surveillance System (BRFSS) is a state-based system of health surveys that collects information on health risk behaviors, preventive health practices, and health care access primarily related to chronic disease and injury.	http://apps.nccd.cdc.gov/BRFSS/
Justice Data Warehouse	The Justice Data Warehouse (JDW) is a central repository of key criminal and juvenile justice information from the Iowa Court Information System (ICIS) and information from the Iowa Correctional Offender Network (ICON) system	http://www.humanrights.iowa.gov/cjpp/jdw/index.html
Project EASIER- Department of Education	Project EASIER (Electronic Access System for Iowa Education Records) is the Iowa Department of Education's initiative involving the transfer of individual student records.	http://www.iowa.gov/education/index.php?option=com_content&task=view&id=44&Itemid=310

Alcohol Beverage Division	The Iowa Alcoholic Beverages Division responsible for the regulation, control and enforcement of state and federal laws and regulations regarding the sale and use of alcohol and tobacco products	http://iowaabd.com/
Census Bureau	Serves as the leading source of quality data about the nation's people and economy, operating under Title 13 and Title 26, of the U.S. Code, provides Population and Housing Census (10 years), Economic Census (5 years)	
I-SMART/TEDS	A web-based computing environment to enable IDPH and provides to share substance abuse treatment data	http://www.idph.state.ia.us/ismart/default.asp
Governor Traffic Safety Bureau	The Governor's Traffic Safety Bureau, GTSB, administers a number of federally funded highway safety initiatives, including alcohol incentive grant, seat belt incentive funds, occupant protection funds, highway safety data improvement funds and motorcycle safety funds	http://www.dps.state.ia.us/commis/gtsb/

Table 3: Other Data Sources

Data Source:	Data Description:	Data Location:
Clayton County Drinking Survey	Two-page survey assessing the factors influencing drinking, as well as the drinking culture and popular attitudes regarding underage and binge drinking in Clayton County. Administered to adults and youth county-wide at five different schools and at the County Fair.	On file with SPF Coordinator
School Districts	Good Conduct Policies	On file with each district
Law Enforcement Interviews	Interviews Conducted August 2011	On file with SPF Coordinator
Input from focus groups/stakeholders	Collected August 2011	On file with SPF Coordinator
Juvenile Court Services	FY11 statistics	On file with SPF Coordinator

Introduction

Iowa received the Strategic Prevention Framework State Incentive Grant (SPF SIG) from the Federal Substance Abuse and Mental Health Services Administration (SAMSHA) in July 2009.

The purpose of the project is to implement the five components of the SPF SIG planning model at both state and county levels in Iowa. The following diagram details this process (Center for Substance Abuse Prevention, 2005).

Figure 1: Five Steps of the Strategic Prevention Framework Process

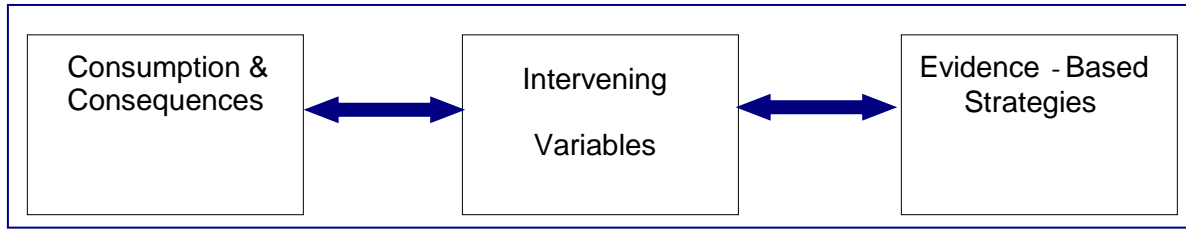


At the state level, Iowa has completed the needs assessment and funding allocation plan. Mobilization and capacity building take place throughout the project. The Iowa needs assessment identified the targeted problem as underage drinking and binge drinking and related consequences, and following a need based allocation strategy funded 23 counties. The first step for sub-recipients/counties is to complete a comprehensive needs assessment for their communities.

Outcome-Based Prevention

The foundation of the SPF SIG project process is the outcome-based prevention model. In this model, a county details its substance-related consumption and consequence data, researches the intervening variables that may influence these problems, and chooses evidence-based policies, practices, and programs to address the identified Intervening Variables (Figure 2 & 3).

Figure 2: SPF SIG project Needs Assessment Logic Model



Purpose

The purpose of this workbook is to help SPF SIG project funded communities go through the outcome-based prevention model. The first step is to complete a comprehensive needs assessment. Sub-recipients must accurately assess their problems using epidemiological data, and they must do research to understand what may influence these problems. To be effective, you should not complete this workbook alone. Instead, a County EPI Workgroup (CEW) should be formed to complete this task. Keep in mind that at the state level the targeted need for this project is already identified underage drinking and adult binge drinking and related consequences. However, the community may choose at the end of the needs assessment other priorities that more specific. As an example, binge drinking among college students may be more of an issue in a community that has college campuses. Thus the community may direct its activities toward reducing binge drinking in that specific age group .

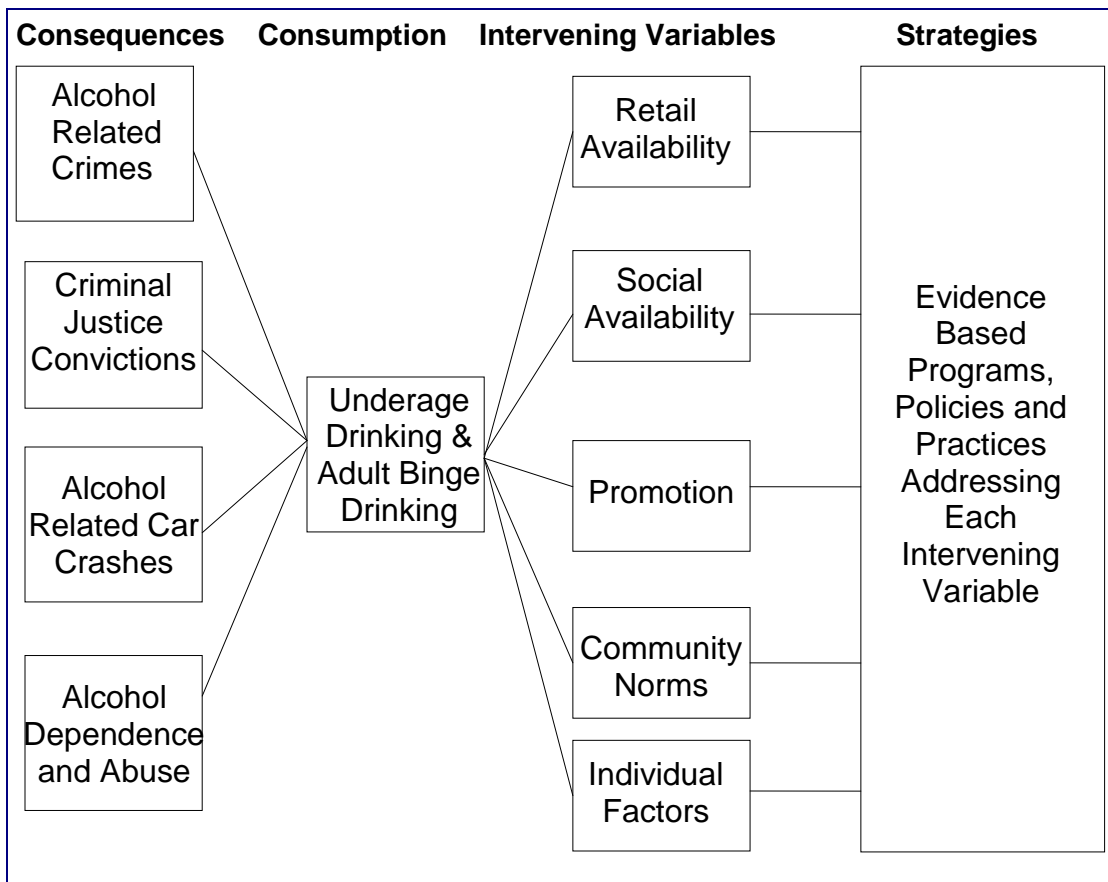
“Underage drinking and adult binge drinking” means that:

The primary target for the SPF SIG project is underage drinking, and adult binge drinking. Underage drinking refers to any use of alcohol by anyone under the age of 21, while binge drinking refers to adults (>18) having five or more drinks on any one occasion (four for females).

Workbook Organization

The tasks that follow are based on the outcome-based prevention model and recent research detailing the intervening variables of substance-related problems. There are four major sections (problems, causes, prioritization, and resource assessment). Within each there are data to collect and questions to answer. Following from Iowa's targeted need (underage and binge drinking) and the known Intervening Variables, the previous model can be expanded to include evidence-based strategies, as illustrated in Figure 3 (Birckmayer, Holder, Yacoubian, & Friend, 2004)¹.

Figure 3: Outcome-Based Prevention Model



The work that follows involves gathering data to illuminate both the problem(s) and the casual area(s) that contribute to the problems in your county. Data gathering includes:

- Data from existing survey results.
- Original data collection.
- Interviews with key partners and stakeholders.
- Meetings with interested county members and leaders.

Exploring Data for Clayton County

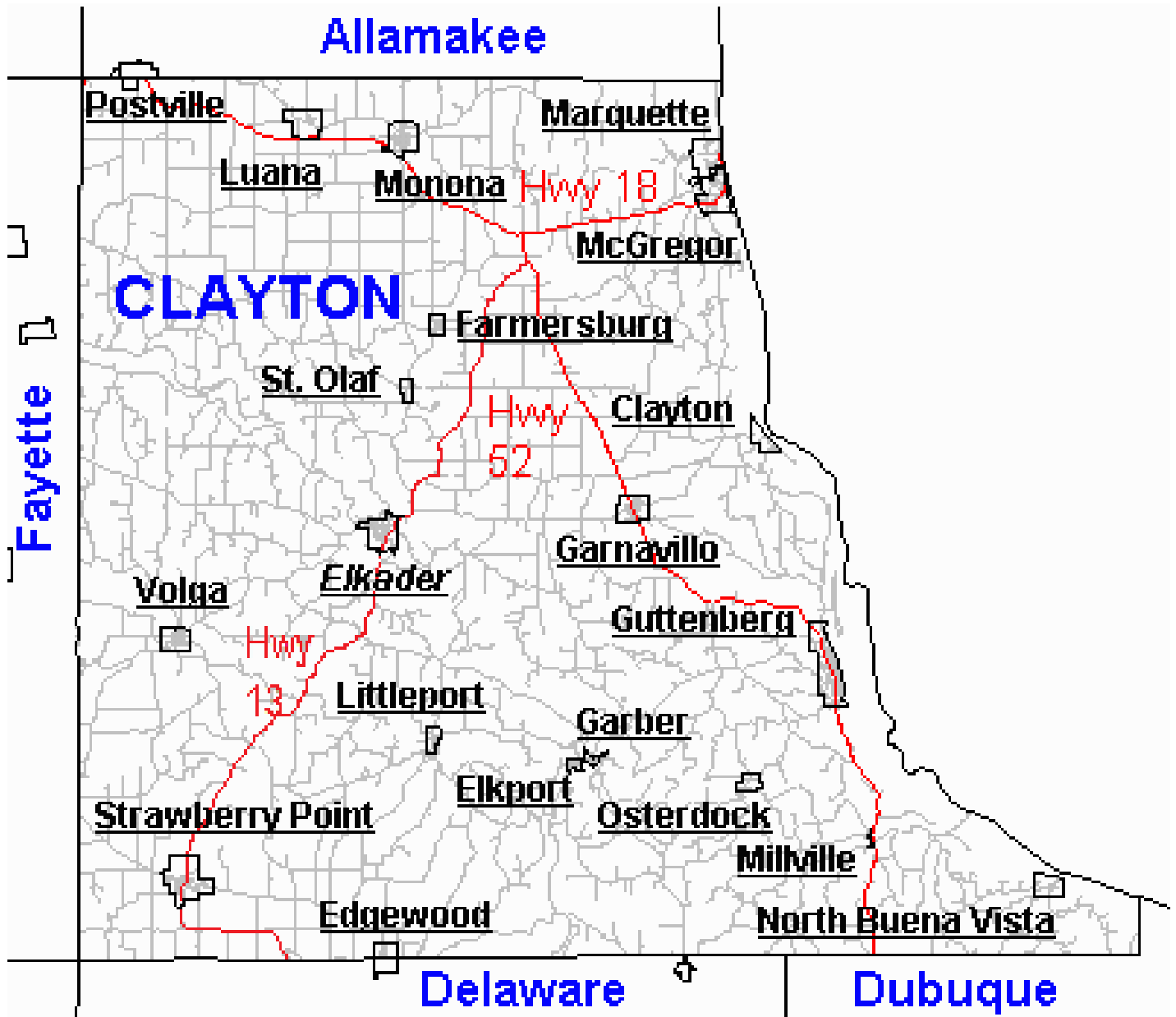


Table 4: Demographics and Socioeconomic Indicators, source ACS 2000

Demographics	Description	County (N)	Rate (%)	State (N)	State (%)
AGE	<5	1,016	5.8%	201,321	6.7%
	05-17	2,835	16.1%	511,292	17.1%
	18-24	1,314	7.5%	306,398	10.2%
	25-44	3,876	22.1%	750,505	25.1%
	45-64	5,168	29.4%	788,485	26.3%
	>=65	3,357	19.1%	444,554	14.8%
GENDER					
	Female	8,799	50.1%	1,519,683	50.8%
	Male	8,763	49.9%	1,471,818	49.2%
RACE	White Non-Hispanic	17,137	97.6%	2,699,203	90.2%
EDUCATION	Bachelor or Higher	2,247	12.8%	634,725	21.2%
INCOME	Median Household Income	\$46,462.0		\$49,007.0	
POVERTY	Poverty (130%) All ages N (%)	1,860	10.8%	331,057	11.4%
	Under 18	602	15.9%	99,569	14.2%
GOVERNMENT ASSISTANCE	Food Assistance (FA) Benefit (Enrollment Month)	628	3.6%	189,872	6.3%
	Total FA Benefits/Per capita (Month)	\$2,147,675.1	\$122.3	\$422,771,362.7	\$141.2
	Medicaid Enrollment	1,632	9.3%	376,830	12.6%
	Medicaid Benefits/Per Capita (Month)	\$12,886,548.6	\$734.1	\$1,799,575,816.5	\$601.1

Question 1:

According to the 2000 census, Clayton County covers a total area of 792.81 square miles. The total population for Clayton County is 17,667. Residents of Clayton County are predominately Caucasian (98.3%) and largely of German (61.1%), Irish (14.3%) and Norwegian (10.4%) ancestry. Over three-fourths of the county residents were born in the State of Iowa. Of these residents, 57.4% have no more than a high school education. The unemployment rate was 4.8%. Over one-quarter (27%) of total households earn \$25,000 per year or less and 11.3% of county residents live in poverty. Almost 90% commute to work by vehicle. Youth population is 25.6% under the age of 19.

(Data Source: American Community Survey, 2005-2009 Estimates)

Consequences

This section looks at alcohol-related consequence data and will help you identify which alcohol-related consequences are of greatest concern in your county. Alcohol-related consequences are defined as the social, economic, and health problems associated with the use of alcohol, such as alcohol-related mortality, car crashes, crime and penalty. It is recognized that not all communities will experience exactly the same problems, therefore this needs assessment in relation to alcohol use and its consequences is to help identify individual county problems.

Alcohol-Related Crimes

Table 5: Adult Alcohol Related Arrests (rates per 10,000), source JDW, CJJP

Alcohol-Related Crimes Adults:	Area:	Year 2008: (N)	Year 2008: (rate)	Year 2009: (N)	Year 2009: (rate)
Alcohol Offenses	Clayton County	5	3.7	3	2.2
	State	6,756	29.6	11,765	51.3
Operating While Intoxicated	Clayton County	48	35.5	48	35.6
	State	13,934	61.1	13,930	60.7

Table 6: Juvenile Alcohol Related Arrests (rate per 10,000), source JDW, CJJP

Alcohol-Related Crimes Juveniles :	Area:	Year 2008: (N)	Year 2008: (rate)	Year 2009: (N)	Year 2009: (rate)
Alcohol Offenses	Clayton County	0	0	0	0
	State	2,021	39.5	1,693	33.3
Operating While Intoxicated	Clayton County	0	0	1	3.4
	State	229	4.5	188	3.7

Alcohol Related Conviction Rates

Table 7: Alcohol Related Conviction-Rates, JDW, CJJ

Alcohol-related Offense Convictions- Number And Rate per 10,000	AREA	2008	2009
Adults	Clayton County (N)	88	91
	Rate	65.0	67.6
	State (N)	21,404	20,855
	Rate	93.8	90.9

Local Table 1: Adults OWI Convictions, source JDW, CJJ

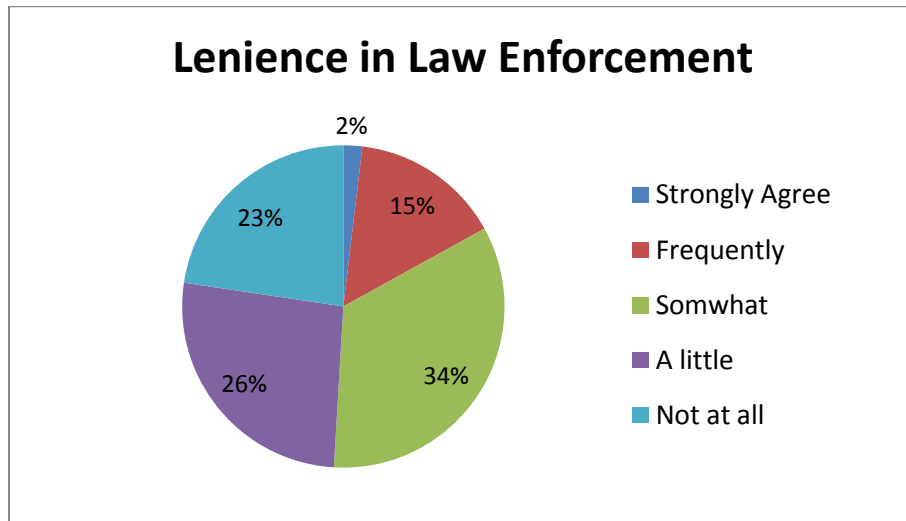
OWI Convictions- Number and Rate per 10,000	AREA	2008	2009
Adults	Clayton County (N)	88	91
	Rate	65.0	67.6
	State (N)	15,144	14,681
	Rate	66.4	64.0

Other Data:

According to information received from Juvenile Court Services, 14 youth from Clayton County were charged with alcohol specific offenses between July 1, 2010 and June 30, 2011. This is 25% of the total number of youth charged with crimes during that time. Although it is not possible to determine whether alcohol was involved in the other 75% of cases, it is almost certain that alcohol played a part in some of those offenses. However, twelve other youth (21.8%) were charged with drug related charges. It could be alleged that those with drug charges were at a greater probability for also consuming alcohol at some level.

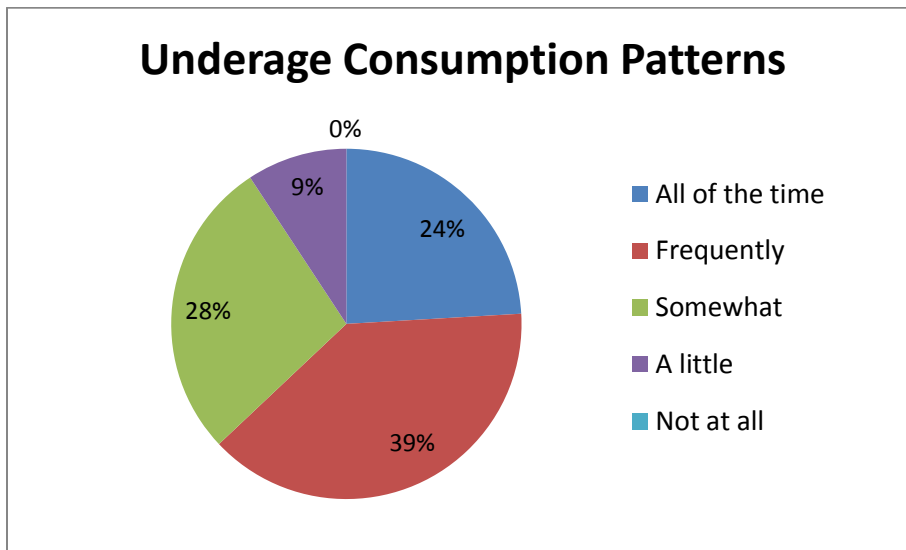
Below are graphs from local surveys describing local beliefs/opinions on alcohol-related incidents.

Graph 1: Degree to which people in Clayton County agree that law enforcement is lenient with underage people caught drinking



*Data Source: 56 person questionnaire spanning Clayton County

Graph 2: Degree to which people in Clayton County agree that most people who are not yet 21 drink at least occasionally



*Data Source: 56 person questionnaire spanning Clayton County

Question 2:

Alcohol-related arrests and convictions are much lower in Clayton County. In fact, it would appear that alcohol-related offenses and conviction are almost non-existent in minors. Juvenile Courts did report that 25% of all charges were alcohol related in the past year; however, this was only 14 charges countywide. If we compare OWI conviction rates for adults in Clayton County, this group actually exceeds those on the state level in 2009.

Alcohol-Related Car Crashes:

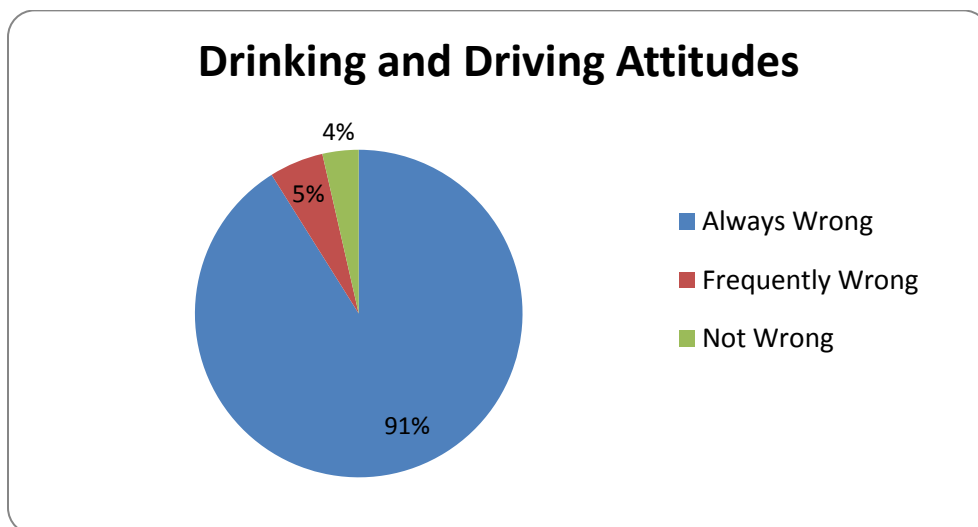
Another targeted consequence of underage drinking and binge drinking for Iowa’s SPF SIG project is car crashes related to alcohol use.

Table 8: Alcohol-Related Car Crashes

Indicators	AREA	2006	2007	2008
Alcohol-Related Fatal Crashes (rate per 10,000)	Clayton County (N)	4	5	7
	Clayton County (rate)	2.3	2.8	4.0
	State (N)	439	445	413
	State (rate)	1.5	1.5	1.4
Drivers Involved in Fatal Crashes Who Have Had a Drink (%)	Clayton County	25.0%	0.0%	28.8%
	State	23.7%	24.9%	19.4%
Alcohol-Related Traffic Injuries N (rate per 10,000)	Clayton County (N)	106	149	127
	Clayton County (rate)	59.6	84.3	72.3
	State (N)	23,497	26,578	22,204
	State (rate)	79.2	88.8	74.0

Other Data:

Graph 3: Attitudes about how wrong it is to drink and drive in Clayton County

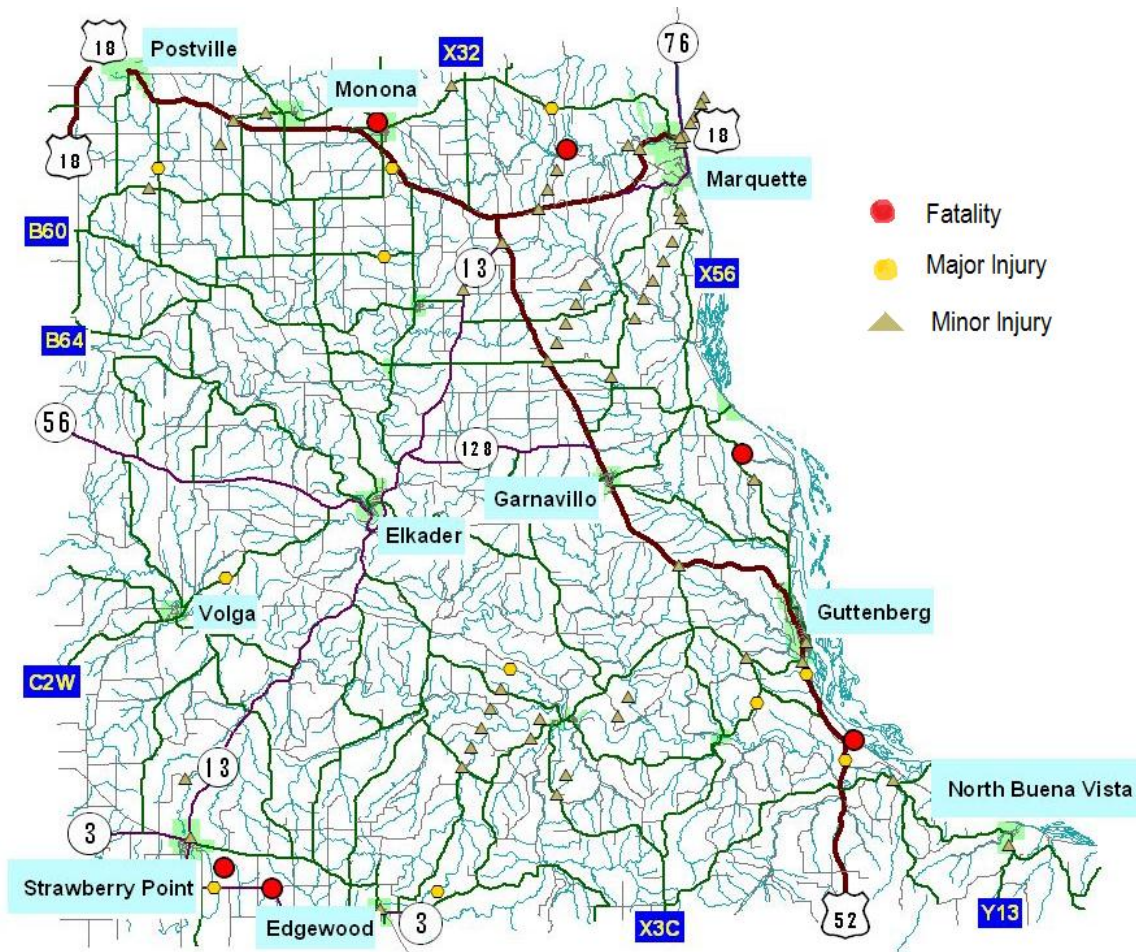


*Data Source: 56 person questionnaire spanning Clayton County

Local Crash Fatality and Injury

2004-2008 drug/alcohol related crashes were selected by identifying rural crashes involving any driver with a positive drug test, a nonzero blood alcohol content (BAC) result, a driver condition indicating officer judgment that the driver was under the influence of alcohol, drugs or medications, or a test refusal (whether drug or alcohol).

Map 1: Local Crash Fatality and Injury



Source: <http://www.iowadot.gov/crashanalysis/data/county/clayton.htm>

Question 3:

Clayton County's alcohol-related crashes resulting in death do not show substantial deviation from the state rate, though they are consistently higher. Alcohol-related injuries are also comparable in 2007 and 2008. However, it is harder to discern a pattern with drivers involved in fatal crashes who have had a drink. While the rates are comparable in 2006, the state's rate exceeds Clayton County in fatal crashes by about 25%--a large margin in 2007. In 2008, Clayton County shows nearly a 10% *higher* rate than the state, making it hard to discern the overall trend.

Alcohol Dependence and Abuse

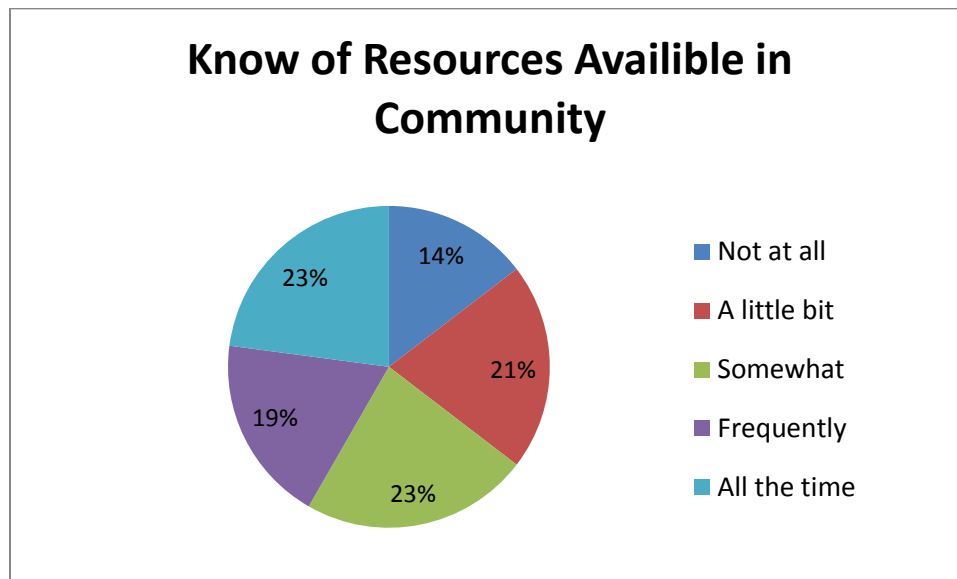
Table 9 below shows the rate by county of residence for treatment admissions due to alcohol as the primary or secondary drug. The Iowa rate has been included in the table to provide a comparison. The year-specific estimated census data were used for that purpose.

Table 9: Alcohol as a Primary Reason for Treatment Episodes (Number and Rate per 10,000 population) in Iowa by County, source TEDS/I-SMART

Area:	2006	2007	2008
Clayton County (N)	70	81	75
Clayton County (rate)	51.0	59.1	54.7
State (N)	14,877	14,302	15,244
State (rate)	65.9	63	66.6

Other Data:

Graph 4: Local Survey showing how much community members are aware of resources for help



*Data Source: 56 person questionnaire spanning Clayton County

Question 4:

Treatment rates for alcohol abuse and dependence is significantly lower in Clayton County than it is in the State of Iowa as a whole. One area yet to be carefully examined is the attitude of Clayton County residents regarding substance abuse treatment. According to information obtained from area treatment providers, the majority of Clayton County residents who engage in substance abuse treatment are motivated by outside sources, such as the Court, a probation officer or the Department of Transportation, rather than an internal desire to seek help, at least initially. Information obtained from the Clerk of Court indicates there were four alcohol related civil commitments in calendar year 2010. It is unknown how this compares to other counties or the State of Iowa as a whole. According to local information obtained, only 41.7% of those surveyed would 'frequently' know where to ask for help for someone with a drinking problem . This leaves over half of the respondents indicating they have inadequate knowledge of available resources. This could, in part, account for lower levels of treatment in Clayton County residents.

Alcohol School Suspensions and Expulsions

The following table describes the rate of school alcohol-related suspensions and expulsions from the Iowa Department of Education data center. Identify your district and the total number of suspensions and expulsions because of alcohol for each year and calculate the rate using this formula: (total number of suspension-expulsion/ total number of students in the district) X 10,000.

Table 10: Alcohol School Suspensions and Expulsions, source Project EASIER

Youth Alcohol Suspension and Expulsion Rate (per 1000)	2006-2007	2007-2008	2008-2009
Clayton County (N)	4	5	0
Clayton County (rate)	18.8	23.8	0.0
Iowa (N)	519	404	382
Iowa (rate)	10.9	8.5	7.8

Other Data:

Information was collected from five different schools in Clayton County regarding their policies about the consumption of alcohol. Most reinforce this policy by making students ineligible for sports or other school-related activities for a period of time after the violation has occurred, beginning with missing a few meets/games for a first violation, and ending with suspension from activities for an entire academic year or more after the third violation. No mention of expulsion on the basis of alcohol violations was mentioned in any of the school policies. Some of the school's policy details are captured in the table below:

Local Table 2: School policies about the consumption of alcohol

SCHOOL	MFL Mar Mac	Ed. Co.	Clayton Ridge	Central	Starmont
1st Violation Penalty	Ineligible for 1/3 of events	Ineligible for 5 events	Ineligible for 1/3 of events	Ineligible for ½ of events	Ineligible for 30 days
2nd Violation Penalty	Ineligible for 1 year	Ineligible for 12 events	Ineligible for 1/3 of events	Ineligible for 1 year	Ineligible for 90 days
3rd Violation Penalty	Forfeit eligibility for all of high school	Forfeit participation ranging from 1 year to all of high school	Forfeit eligibility for 1 year	N/A	Ineligible for 1 year (12 months)
Other Special Policies	After 2 nd violation, students must seek outside help through counseling or other treatment. Failure to seek treatment results in ineligibility to participate in events for all high school.	1 event penalty reduction for complete disclosure of participation within 24 hours of code violation. 2 event reduction for 1 st and 2 nd violations for completing 8 hrs. community service within 30 days.	1 event penalty reduction for complete disclosure of participation within 48 hours of code violation. Students are required to attend all practices as usual during suspended period and must complete in-school or off-site counseling with a substance abuse prevention specialist.		

Question 5:

The rates of expulsion are higher in Clayton County for 2006-2007 and 2007-2008, but they dropped sharply to 0 in the 2008-2009 school year.

Other data:
None

Final Consequences Question

Question 6:

Clayton County has had some major problems surrounding underage and binge drinking. Clayton County has a higher rate of fatal alcohol crashes than the State of Iowa and greater traffic injuries (Table 8). This could indicate a few different underlying problems. It may indicate a cultural acceptance toward drinking and driving. Indeed, chart 3 shows that there is not a uniform rejection by residents of the idea that drinking and driving is wrong. It may also indicate that there are not enough officers to catch all of the people who are drinking and driving. Because the county is largely rural, officers may not be able to patrol all roads at all times, which in turn may encourage people to think that they will not get caught; thus, encourage the drinking and driving that contributes to more accidents. Clayton County also has had more suspensions and expulsions for alcohol-related offenses between 2006 and 2008, but no suspensions in the 08/09 school year. This may mean as schools have instituted rigorous policies (Local Table 2) to discourage drinking, the polices have been effective in deterring underage alcohol use. Conversely, local data indicates the majority of local residents surveyed believe people under the age of 21 in Clayton County consume alcohol frequently. The combination of this data could reinforce the idea that there are not enough law enforcement officers to properly police this issue in a rural area.

Consumption

This section looks at alcohol consumption data and will help you identify any consumption concerns in your county. Consumption data includes information about the percentage of underage people who drink alcohol, the percentage of youth and adult who engage in binge drinking (males having five or more and females having four or more drinks on one occasion), or the percentage or number of adults who engage in heavy drinking (having more than two drinks per day (males) or one drink per day (female)).

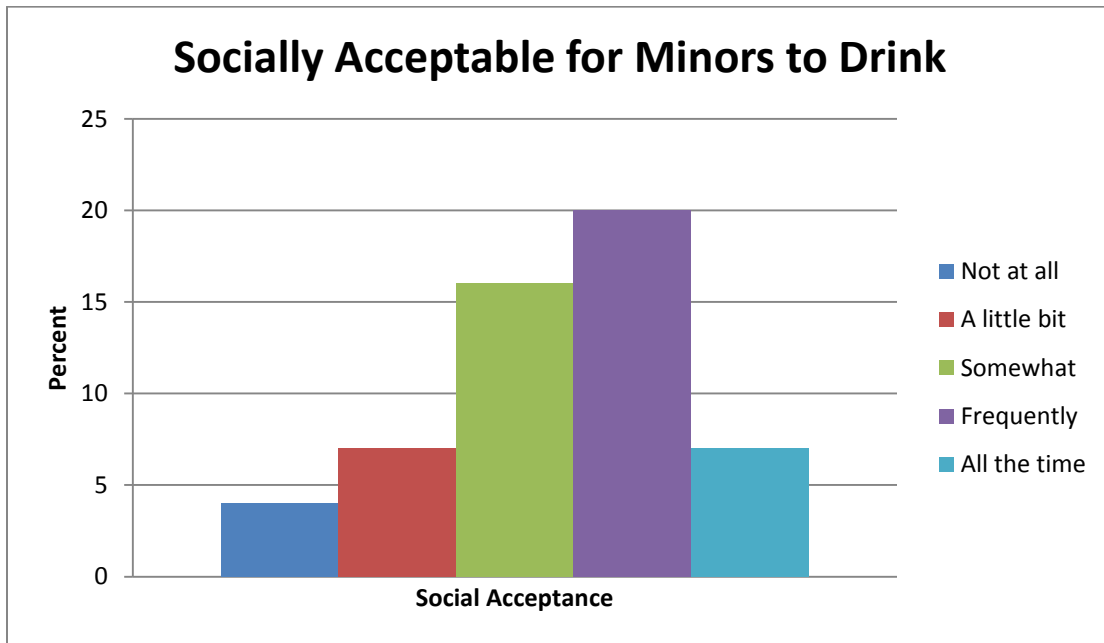
Underage Drinking

Table 11: Proportion of Students Who Reported 30-Day and Binge Drinking, source IYS

Indicators	Area	Grade	2002	2005	2008
Students Who Have Had a Drink in the past 30 Days-N (%) -Questions 2002-B26; 2005-B29; 2008-B26.	Clayton County	All	213 (28.2%)	174 (25.6%)	143 (23%)
		11th	108 (45.0%)	104 (43.5%)	88 (39.8%)
Same Question:	State	All	21,124 (22.1%)	18,906 (19.5%)	17,764 (18.5%)
		11th	13,017 (43.2%)	12,573 (40%)	10,925 (35.6%)
Students Who report binge drinking in the past 30 Days-N (%) -Questions: 2002-B22; 2005-B25; 2008-B26.	Clayton County	All	153 (20.2%)	116 (16.8%)	103 (16.3%)
		11 th	92 (38.2%)	78 (32.2%)	72 (32.2%)
Same Question:	State	All	16,104 (16.7%)	13,804 (14.1%)	11,971 (12.5%)
		11 th	10,860 (35.9%)	10,105 (31.9%)	8,411 (27.3%)

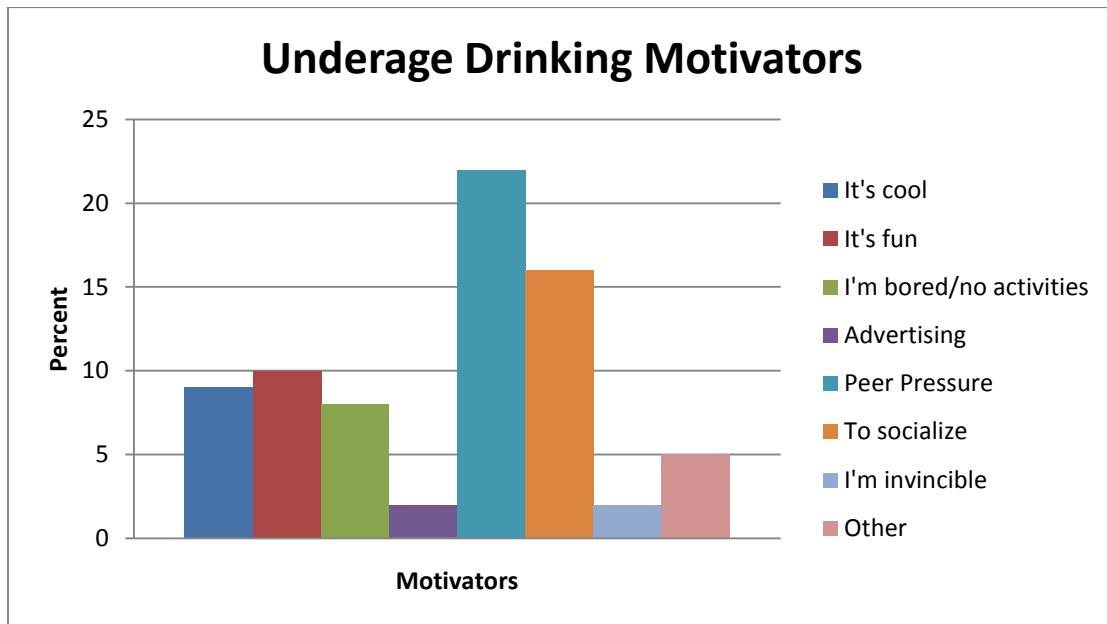
Other Data: Social Acceptability of Drinking

Graph 5: Degree to which people in Clayton County agree that a lot of the drinking problems in Clayton County stem from the fact that it is socially acceptable for minors to drink



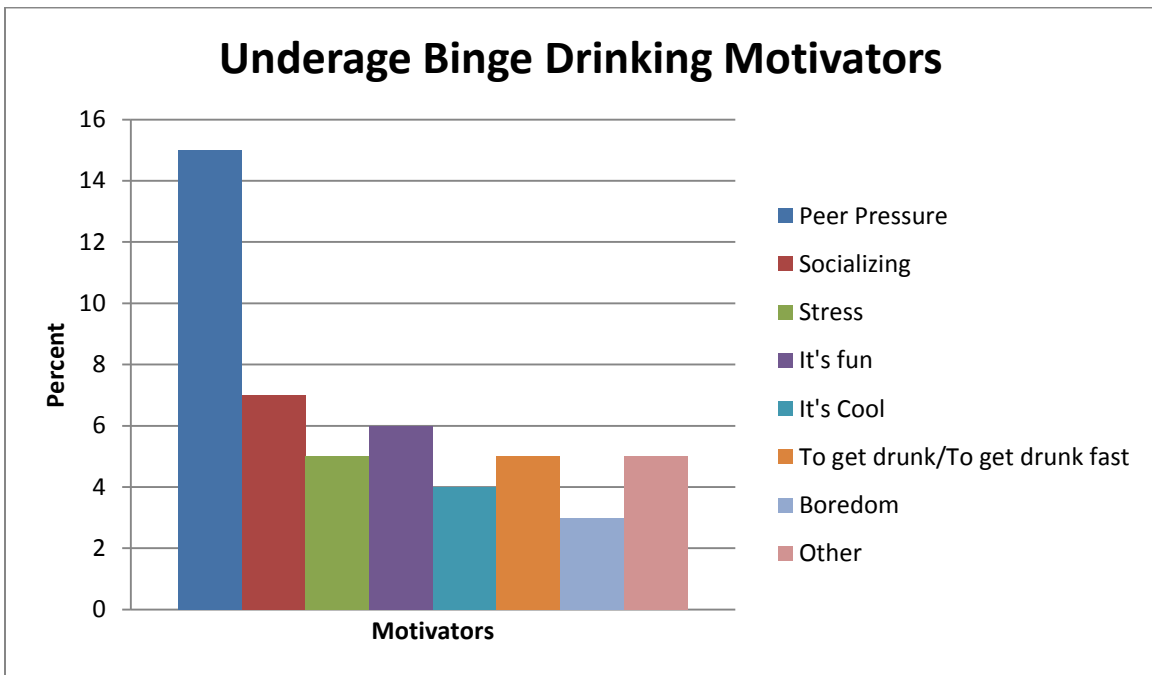
*Data Source: 56 person questionnaire spanning Clayton County

Graph 6: Drinking Motivators for Underage People:



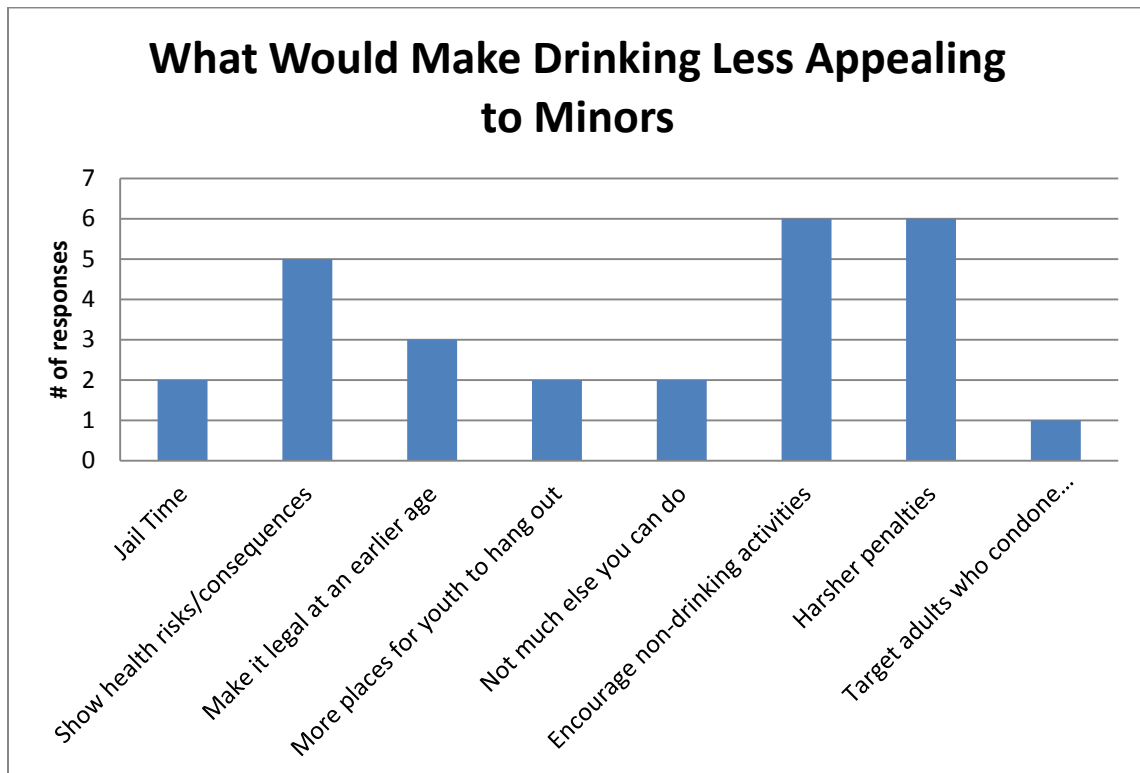
*Data Source: 56 person questionnaire spanning Clayton County

Graph 7: Drinking Motivators for Underage People to Binge Drink



*Data Source: 56 person questionnaire spanning Clayton County

Graph 8: Local Survey showing what would make drinking less appealing to minors



*Data Source: 56 person questionnaire spanning Clayton County

Question 7:

Clayton County consistently reports slightly higher (approximately 5%) rates of underage alcohol and binge drinking compared to the State of Iowa as a whole. However, Clayton County has been seeing a consistent decline from 2002 to 2008 for both 30-day use and binge drinking. This consistent decline is also shown at the state level. Local data collection indicates it is socially acceptable in Clayton County for minors to drink alcohol (Chart 5). While it is true that underage alcohol use has declined between 2002 and 2008, it is seen as relevant that peer pressure is the prevalent factor in motivation for both underage drinking and underage binge drinking (Charts 6 &7). One could infer that these two factors have a significant impact on the rate of underage drinking in Clayton County.

Adult Drinking

Consider the following table for adult binge drinking and heavy drinking rates taken from the 2006-2008 Behavioral Risk Factor Surveillance Survey (BRFSS). The use of combined BRFSS data allows us to compare individual counties to Iowa as a whole. However, describing trends at the county level may not be possible.

Table 12: Percentage of Adults (18 Years and Older) Who Reported 30-Day Use and Binge Drinking, source BRFSS, 2007-2009

Indicators	Clayton	Iowa
Current drinkers (Adults who have had at least one drink of alcohol within the past 30 days)- (30 Day Use).	58.2	57.1
Binge drinkers (males having five or more drinks on one occasion, females having four or more drinks on one occasion)- (Binge Drinking)	30.6	20.3

Other Data:
None

Question 8:

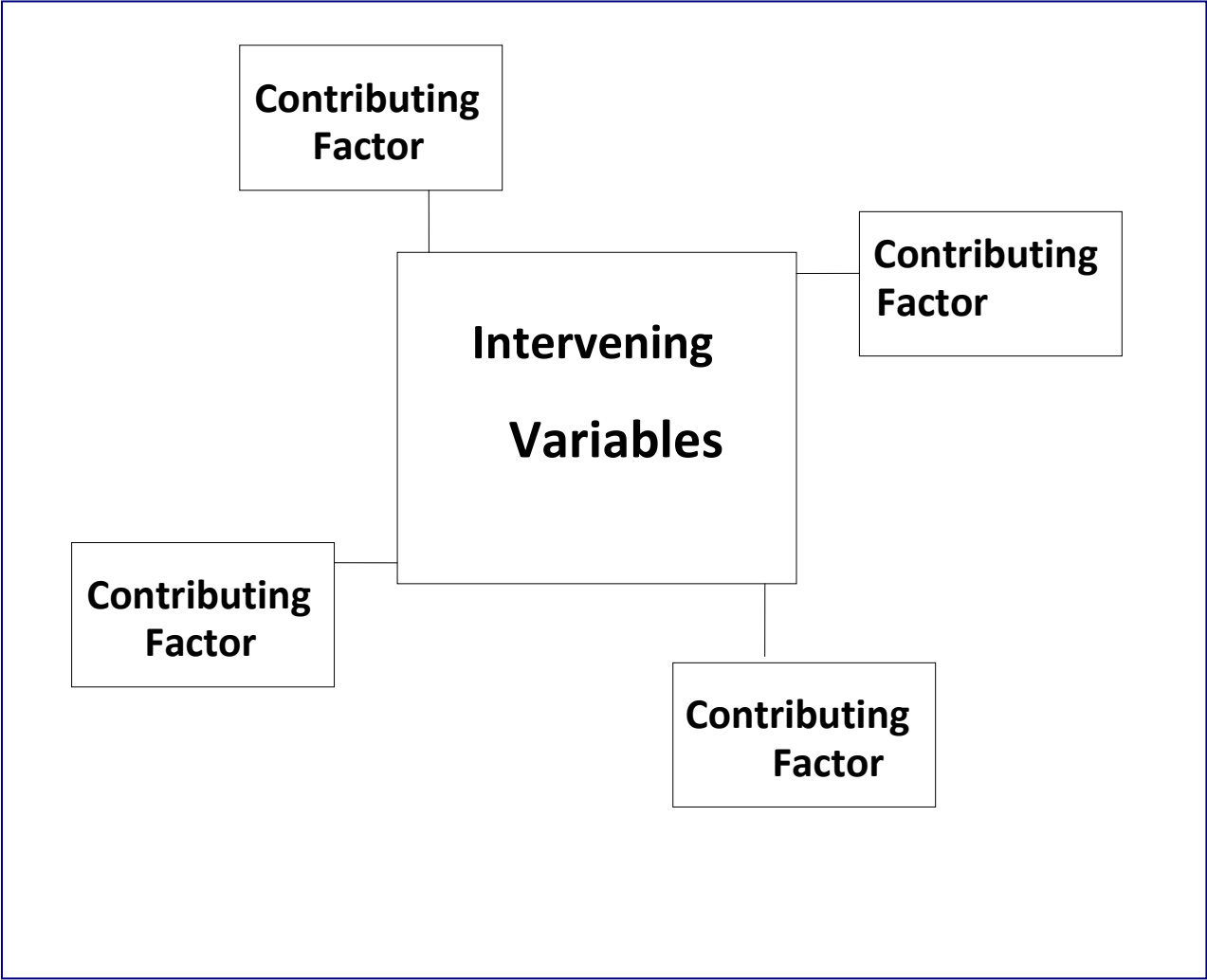
For Clayton County, current adults who have had at least one drink of alcohol within the past 30 days are about the same rate as that of the state. However, our rate pertaining to binge drinking is 10% higher than the state level. This indicates that we have a number of adults who participate in unhealthy drinking habits. It is also of note that 42.5% of residents surveyed indicated that having four or five drinks in one sitting is really not as harmful as it is made out to be. This indicates that residents lack knowledge regarding the risks associated with binge drinking and this in turn perpetuates the level of binge drinking within the county.

Final Consumption Question

Question 9:

The rate of underage drinking and underage binge drinking is not only higher in Clayton County than in the State of Iowa, as a whole; additionally it would appear that youth in 6th and 8th grade drink alcohol at a higher rate than across the State consistently between 2002 and 2008 (Table 11). This is of great concern as research shows that the younger the onset of alcohol use, the more likely a person is to have problems with alcohol at some point in life. It can also be inferred that this elevated rate of youth drinking at younger ages therefore impacts the increased rate of binge drinking that takes place in Clayton County among adults. It can be conjectured that the earlier the age of onset in alcohol use, coupled with the information regarding social acceptance, lack of knowledge associated with binge drinking, and peer pressure, lead to continued drinking at higher levels in the adult population. Additionally, it is believed attitudes regarding drinking and driving also impact the adult population in regards to binge drinking. We have no information regarding adult heavy drinking.

Potential Intervening Variables



Intervening Variables

1. Alcohol Availability (Retail)

Liquor Licenses and Per Capita Gallon Sales

The most fundamental way to understand availability around alcohol use is through the number of opportunities people have to buy alcohol. Consider the following table, which compares the number of liquor license issued in your county and the state. This table includes all liquor license types.

Table 13: Liquor License Rates and Per Capita Gallon Sales, source ABD

Per Capita- Indicators (per population over 18 Years Old)	Area	2007	2008	2009
Liquor Licenses	County	136	136	136
	Rate	94.3	94.9	95.3
	State	12,344	12,345	12,345
	Rate	51.6	51.3	51.1
Temporary Licenses	County	0	0	
	Rate	0	0	
	State	-	-	
	Rate	0	0	
Gallon Sales	County	9,671	10,021	10,748
	Rate	0.73	0.75	0.81
	State	3,938,239	4,064,647	4,299,890
	Rate	1.92	1.98	2.10

DATA ON TEMPORARY LICENSES INDICATORS NOT AVAILABLE AT THIS TIME

Question 10:

Clayton County’s rate of liquor licenses is significantly higher than that of the state; however, the rate of gallons sold per capita is significantly lower than that of the state. Clayton County has numerous places to obtain alcohol but they do not sell alcohol at as high a rate as the state. Since temporary licenses data is unavailable, we cannot make any inferences here.

Compliance Check Failure Rate

The selling of alcohol to minors can contribute to underage drinking and binge drinking in your county. One measure of this is the failure of compliance checks by retail outlets. Consider the following table for input. Since this information is not available at the state level, you will need to generate it from your community law enforcement agencies. You will have to list the communities in the county. The timeframe for the compliance checks will be in the last two years.

Table 14: Proportion of Liquor License Holders That Failed a Compliance Check, source LEW

County	Number of Licenses	Number visited	Number that failed the check	Percent visited	Percent Failed
County	92	247	4	268%	1.6%

Notes: ABD does not do compliance checks for alcohol; available with EUDL (CJJP & DOT, Iowa State Patrol)

Note: Multiple checks were performed on each establishment, hence the high percentage visited.

Question 11:

Over the past two years, our officers have completed compliance checks on 50% of the liquor licenses holders. This is a fairly good indication that they are involved with addressing underage drinking and perceive this as something vital to our community. The four failed checks were all in 2009, where checks that the officers completed in 2010 all complied with the state standards. Officers believe compliance checks are important to remind retail stores about the importance of refraining from selling to minors.

Percentage of Drive-Up Liquor Windows

The percentage of drive-up liquor windows in your county can contribute to alcohol-related concerns because drive-up liquor windows make alcohol more easily obtainable and may encourage drinking and driving. This section will help you determine both the number of establishments with drive-up liquor windows and also what percentage of the liquor license holders in your county have them. You may have to search the Iowa ABD for establishments that hold liquor licenses in your county, see Table 5 for the link.

Table 15: Drive-Up Liquor Windows and Liquor Licenses in Your County, source ABD

County	Name of Establishment with Drive-up liquor window
Clayton	0

Number of liquor licenses (from Table 15)= 0

County drive-up liquor window percentage = 0

Question 12:

Since we do not have any drive up liquor windows we cannot form a relation between county OWI charges and how a drive-up window may influence drinking and driving, loitering, or other safety issues.

Local Ordinances

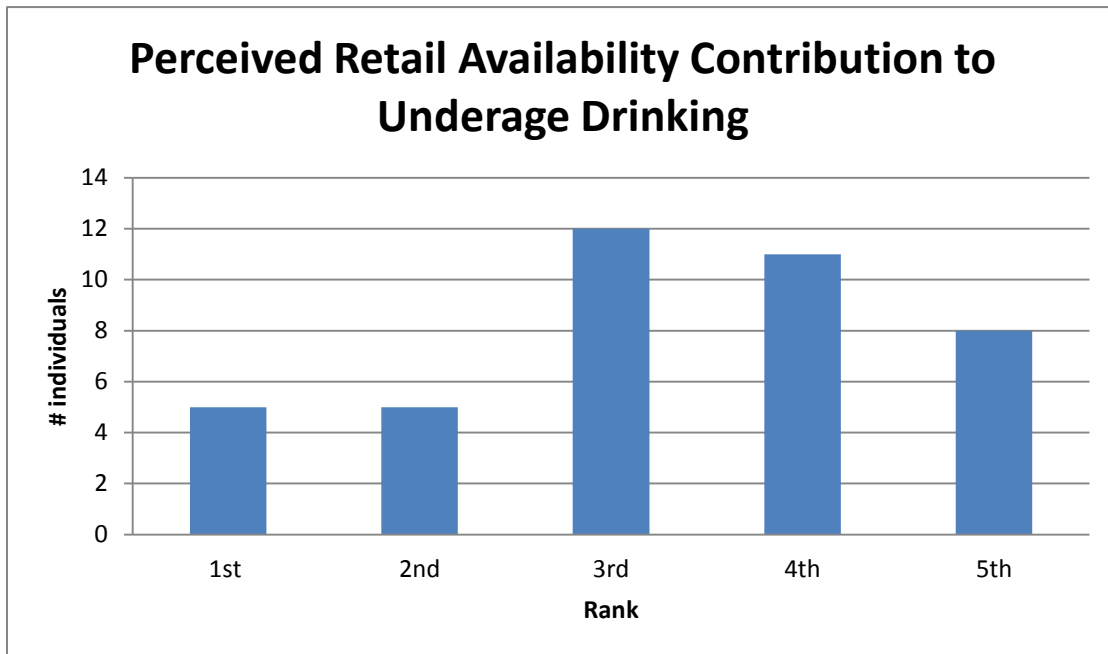
Local policies can dissuade drinking and loitering, check whether your county is much involved in preventing underage drinking. How many local ordinances specifically related to alcohol consumption are there?

Table 16: Local Ordinances Targeting Alcohol in Your County, source CEW

Clayton	Name of the local ordinances	Aim
<i>Monona</i>	<i>City curfew</i>	<i>Minors are to be off the streets by 11pm weeknights, and 12pm weekend nights</i>
<i>All establishments that follow licensing law</i>	<i>City Ordinance</i>	<i>City ordinance for minors having to leave establishments after 10:00pm unless serving more than 50 or 60% in food revenue (licensing law)</i>
<i>Elkader</i>	<i>City Ordinance</i>	<i>No hard liquor in city park</i>
<i>Guttenberg</i>	<i>City Curfew</i>	<i>Minors are to be off the streets by 10pm weeknights, and 12pm weekends</i>
<i>Guttenberg</i>	<i>City Ordinance</i>	<i>No alcohol allowed in city parks after 10pm</i>

Other Data:

Graph 9: Local Survey showing community members belief that retail availability contributes to underage drinking (1st – very much; 5th, not so much)



*Data Source: 56 person questionnaire spanning Clayton County

Retail Availability Questions

Question 13:

Due to the number of alcohol licenses, alcohol is readily available in our county; however, our retail stores are performing well by complying with state law to reduce the amount of alcohol minors can obtain. One point in our favor is the fact that we do not have any drive up windows in our county. This greatly reduces the accessibility for adults to drink and drive. By these standards, retail availability for minors is relatively low, but easily accessible for adults.

Question 14:

Based on the above considerations, to what degree does your coalition believe retail availability is impacting underage and binge drinking and its consequences in your county? Justify your decision.

(place an "x" next to a number from 0 to 10)

No impact											Major impact
0	1	2	3	4	5X	6	7	8	9	10	

As mentioned before, retail availability is difficult for minors; however, adults have no such restrictions. This could lead to high levels of binge drinking, and if adults buy for minors, either directly or indirectly, then we will see a higher level of minors with drinking issues. The same can be said for adults. With availability so high, adults can become lax and irresponsible in their decisions.

Key Law Enforcement Interviews

Officers Assigned to Alcohol-Related Issues

Law Enforcement Officers Specifically Assigned to Alcohol-Related Issues and Crime (County) = 0

Note: County and city officers all respond to alcohol related issues but none are specifically responsible for responding to alcohol related issues and crimes.

Question 15:

Efforts law enforcement are pursuing:

- Sweeps through areas believed to be having underage alcohol related activities
- Arrests for minors and adults when laws are broken
- Articles in the paper about the underage and binge drinking issue
- Traffic safety checks
- Raids in bars to get underage out

Efforts law enforcement would like to pursue:

- If they had funding and more man-power they would support more programs in the schools
- More programs that are geared towards adults

Our county officers and police departments all address underage and binge drinking issues as they arise. They believe that peer pressure and parental acceptance leads to many alcohol related problems in our county.

Other Data:

Local data indicates that the general public believes law enforcement to be at least 'somewhat' lenient with underage people caught drinking (Chart 1). This belief will need to be explored in future assessment and planning.

2. Social Availability

Social availability includes the likelihood of obtaining of alcohol from friends, associates, and family members, as well as the availability of alcohol at social gatherings such as graduation parties, reception and other social events where alcohol is provided as part of the event. This section assesses the proportion of students who perceived alcohol easy or very easy to obtain in their neighborhood.

County Level Data

Table 17: Proportion of Students Who Responded (Hard and Very Hard) to Perception of Neighborhood Alcohol Availability Question, source IYS

	Area	Grade	2002	2005	2008
In your neighborhood or community, how difficult do you think it would be for a kid your age to get alcoholic beverages (beer, wine, liquor)? <i>Questions: 2002-G2; 2005-G2; 2008-G2</i>	County	ALL	38.3	38.5	39.4
		11 th	9.8	10.8	19.1
	State	ALL	44.6	47.7	45.4
		11 th	18.0	20.3	20.7

Focus Group Opinion on Social Availability

Where minors and adults obtain alcohol:

- Older siblings or friends
- Parents (keep frig stocked and children help themselves)
- Belief that a percentage of businesses do sell to minors, depends on who is working
- Penalties have increased for businesses so selling to minors has decreased recently
- Parents would rather have children drinking at home than on road (believe it is the lesser of two evils)
- Get alcohol at bar by an older acquaintance buys for minor

Where minors and adults consume alcohol:

- Out in the middle of nowhere
- Countryside
- Home
- Fields
- Bars
- Bowling alley
- Boats

Experiences with underage drinking at parties or about adults providing alcohol for minors:

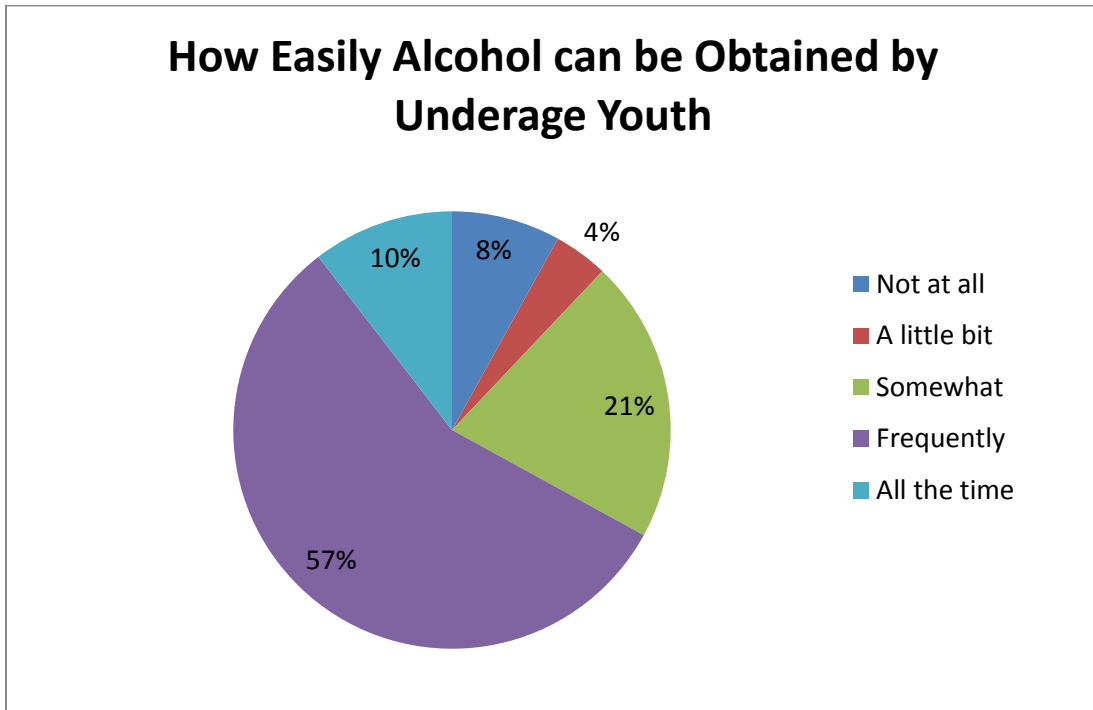
- Not always sure who is supplying the alcohol
- Teachers have provided location and alcohol in past
- Graduation parties
- Wedding receptions
- Parents have alcohol in home and don't know if they drink it or their child does

Social availability, to what extent does it contribute to underage and adult binge drinking

- Is a big problem
- Is accepted and becomes the norm

Other Data:

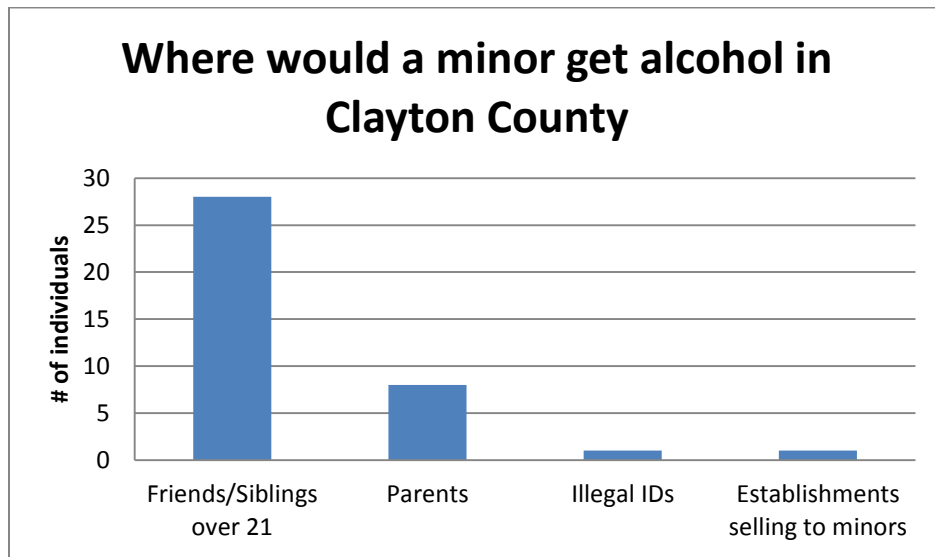
Graph 10: Local Results to alcohol availability to underage community members



*Data Source: 56 person questionnaire spanning Clayton County

Comments: Two-thirds of Clayton County residents surveyed believe alcohol is easily accessible to underage youth.

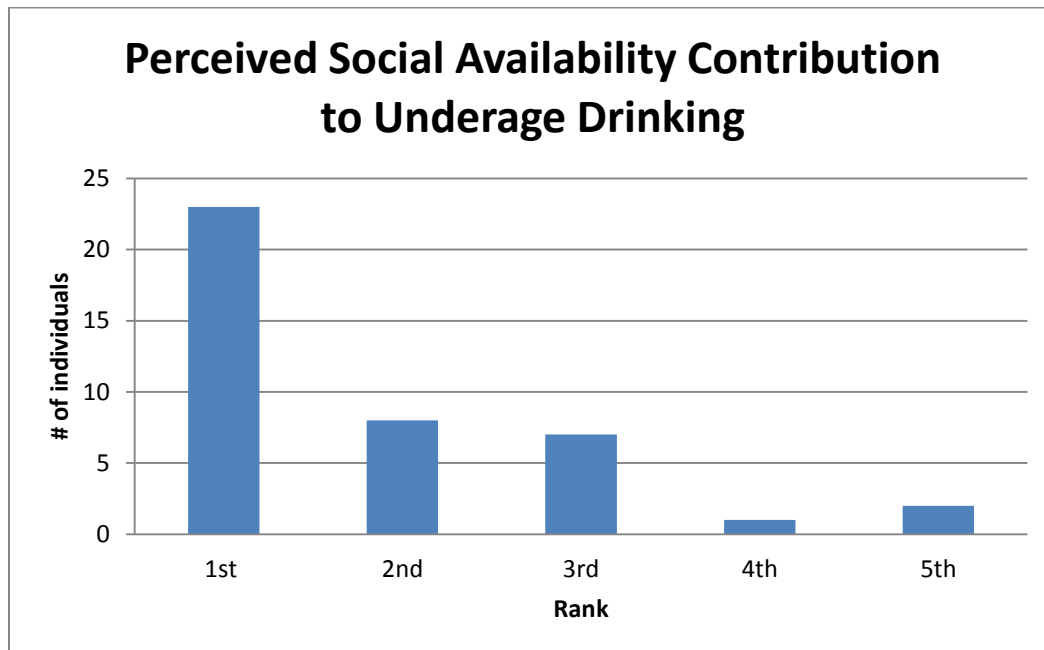
Graph 11: Local Survey showing where residents think a minor obtains alcohol



*Data Source: 56 person questionnaire spanning Clayton County

Comments: 74% of responses said minors could obtain alcohol from a friend or older sibling that is 21 or older. Other responses included parents, Illegal ID's, and establishments that sell to underage youth.

Graph 12: Local Survey showing community members belief that social availability contributes to underage drinking (1st – very much; 5th, not so much)



*Data Source: 56 person questionnaire spanning Clayton County

Social Availability Questions

Question 16:

Youth in Clayton County believe that it would be easier to obtain alcohol than youth across the State of Iowa. This trend has held consistently between 2002 and 2008. Although 11th grade students are more consistent with the state population in 2008, the younger youth still believe alcohol is easier to obtain in Clayton County (Table 17.) Also, the focus group believes that there is always someone that is willing to buy alcohol for minors or they obtain alcohol easily enough. However in recent years, community members believe they have seen a decrease in social binge drinking in adults due to the increase in consequences from the law.

Question 17:

Based on these considerations, address the issue whether your coalition believes social availability is having an effect on underage drinking and binge drinking and its consequences in your county? Justify your decision.

(place an "x" next to a number from 0 to 10)

No impact								Major impact		
0	1	2	3	4	5	6	7	8X	9	10

Since alcohol is so easily accessible to any age, we as a coalition believe social availability has a significant impact on underage and binge drinking. There are some that are more responsible and teach their children to be the same, but there is an overwhelming feeling in the community that when a person attends a social event, alcohol must be present; therefore, making alcohol easily accessible to all ages present. This is further supported by the fact that Clayton County youth report alcohol being more accessible to them than youth across the State of Iowa as a whole. From the local surveys, youth recognized that friends and siblings 21 and older are the most likely to provide alcohol to minors. Both youth and adults identified that social availability is the highest contributor to underage drinking.

3. Promotion

Promotion refers to attempts by alcohol retailers and industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth of marketing surrounding alcohol in your county.

Sponsorships

List all the major county events and festivals in your county under the heading county events within the last year in Table 15. Indicate alcohol- sponsors in the designated column. Calculate the percentage of events in your county that had alcohol-related sponsorships. Try to assess the percent of sponsorship funding from the events, and then calculate the total funding percent coming from all alcohol sponsors in your county.

Table 18: County Events and Their Alcohol-Related Sponsors within Last Year, source LEW

	Alcohol?	Sponsored?		
Events:	(Y/N)	%	Sponsors?	Date
Clayton County Fair	N			August
Celebrate! Guttenberg	N			July
Luana Daze	Y	5%	only local bars doing business	June
21st Annual Germanfest - Guttenberg	N			Fall
Fall der All Days - Froelich	N			June
Osborne Heritage Days	N			October
Oktoberfest - Eagles Landing Winery	Y	100%	winery	October
Backbone Bluegrass Festival	N			July
Sweetcorn Days - Elkader	Y	5%	only local bars doing business	July
Back Home 4th of July - Monona	N			July

Guttenberg Stars and Strips	N			July
Edgewood Rodeo Days	Y	40%	Budweiser	June
Strawberry Days	Y	40%	only local bars doing business	June
Uff Da Daze - St. Olaf	N			June
McGregor Truck Pull	Y	20%	Budweiser	June
Clayton Riverfest	Y	10%	only local bars doing business	July
July 4th Garnavillo	N			July
Plagman Barn Celebration	N			Sept

Note: In case of mix-events, try to identify the proportion of sponsorship linked to alcohol. For example in a county fair: what is the total sponsorship dollars amount (from all sources) and what is the proportion coming from Alcohol sponsors. If possible try to get the % of sponsorship dollars that come from alcohol-related sponsors?

Total number of community events (ALL types) during that period in your county:
18

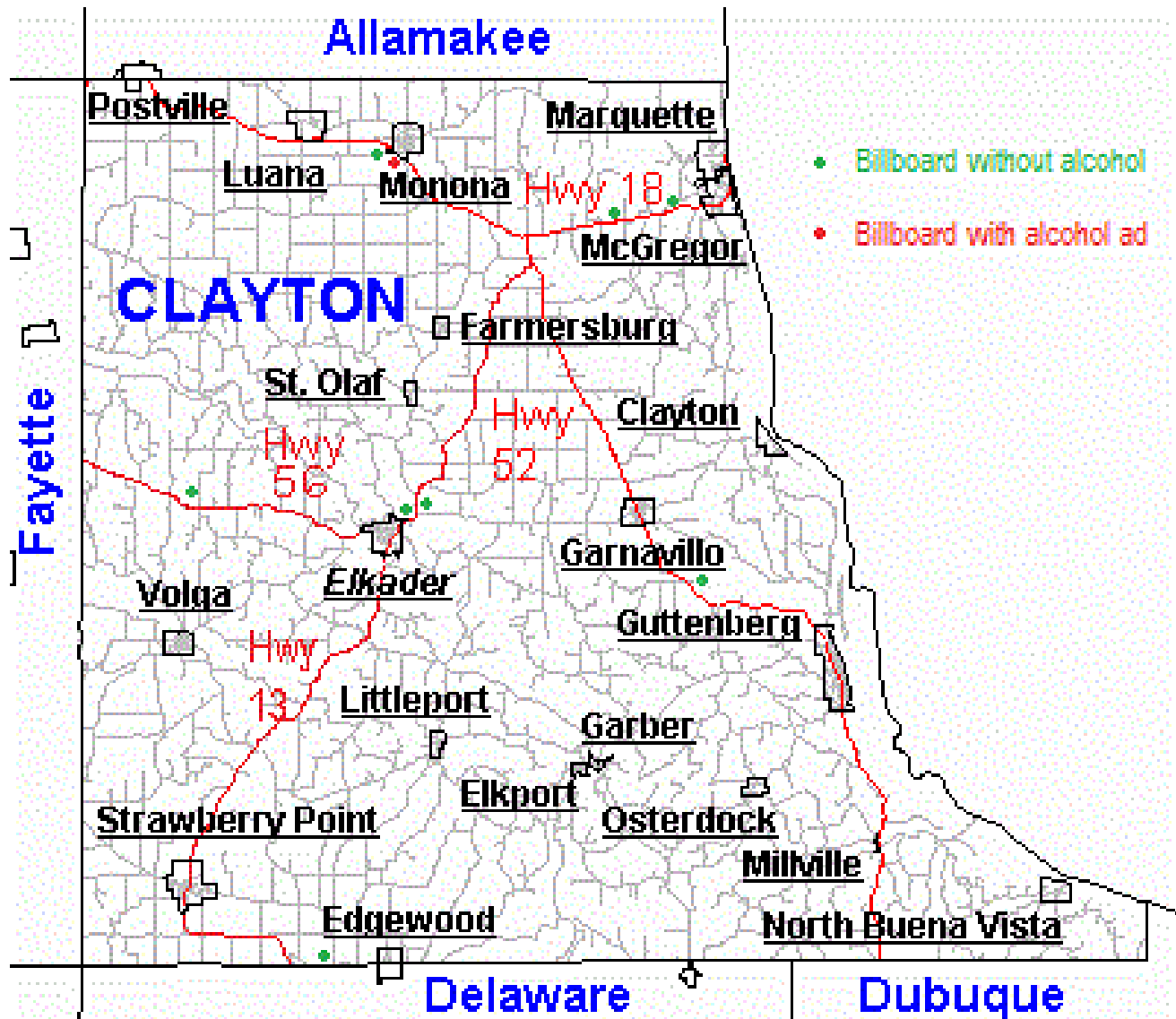
Total Number of events with alcohol-related sponsorship = 7

Total % of sponsorship from Alcohol Companies = 39%

Advertising

Advertising in America and Iowa has become ubiquitous. To gain a better sense of the magnitude of alcohol advertising in your county you are going to gather data (advertisement scan) on alcohol marketing on billboards, in a sample of local newspapers, in schools, and local supermarket or groceries across your county.

Map 2: Local Billboards in Clayton County



Number of billboards advertising alcohol (A)= 1

The total number of billboards not advertising alcohol (B) = 8

Percentage of billboards advertising alcohol $[A/(A+B)*100] =$ 11.1%

Local Data for alcohol advertisements in newspapers, schools, and stores

Table 19: Local Alcohol Advertisements and Promotional Events, source LEW

	Source of Advertisement Scan	Frequency	Time Period (2011)	Total Number of Alcohol Ads	Total Number of Promotional Event Ads	
Newspaper	Guttenberg Press	weekly	7/20	0	1	
	Clayton County Register	weekly	7/20	0	0	
	Press Journal	weekly	7/20	6	0	
	Northern Iowa Times	weekly	7/20	0	0	
	The Outlook	weekly	7/20	4	0	
	Edgewood Reminder	weekly	7/19	0	0	
	Eastern Iowa Shopping News	weekly	7/19	16	0	
	The Herald	weekly	7/20	0	0	
	The Trader	weekly	7/19	0	1	
	School	none	--	--	--	--
	Store	Strawberry Foods	--	7/20	6	0
Moore's IGA		--	7/20	4	0	
Hartig Drug		--	7/19	8	0	
Payless Foods		--	7/20	8	0	
News paper	Guttenberg Press	weekly	8/3	0	0	
	Clayton County Register	weekly	8/3	0	0	
	Press Journal	weekly	8/3	6	0	
	Northern Iowa Times	weekly	8/4	0	0	
	The Outlook	weekly	8/3	4	0	
	Edgewood Reminder	weekly	8/3	0	0	
	Eastern Iowa Shopping News	weekly	8/3	20	0	
	The Herald	weekly		2	0	
The Trader	weekly	8/2	0	1		
School	none	--	--	--	--	
Store	Strawberry Foods	--	8/3	6	0	
	Moore's IGA	--	8/3	6	0	
	Vans Liquor	--	8/3	12	0	
	Payless Foods	--	8/3	8	0	

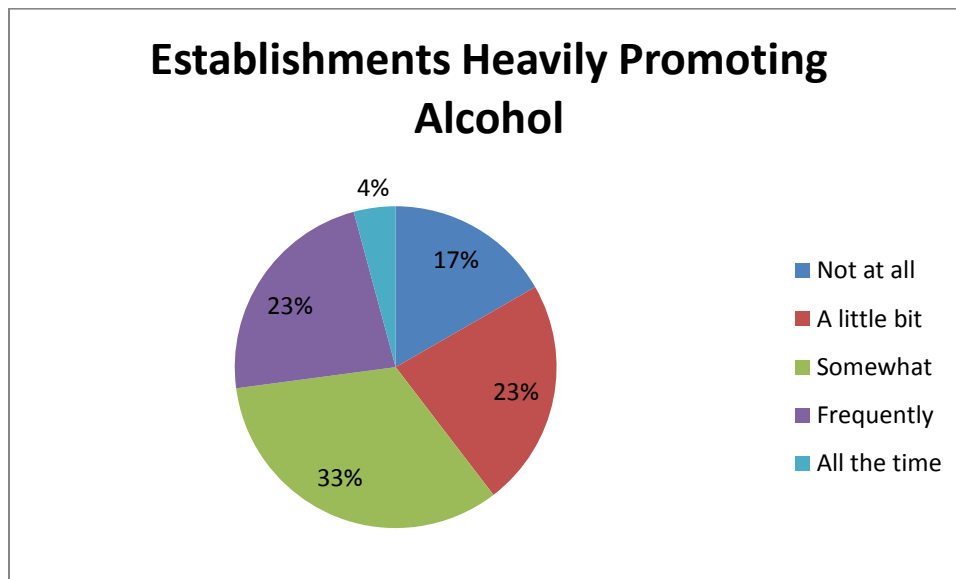
Average of alcohol advertisements and promotional events in Newspapers = 3.22
Average of alcohol advertisements and promotional events in Schools = 0
County average of alcohol advertisements and promotional events in Stores = 7.25

Question 18:

Based on the billboard results and alcohol advertisements in newspapers and stores, Clayton County does not show a significant number of advertisements. The county has 9 billboards and only one of those is alcohol related. Very little advertisement can be found in the newspapers as well as the stores. From this data, we may infer that advertisements in the local area do not play a significant part of underage and binge drinking.

Other Data:

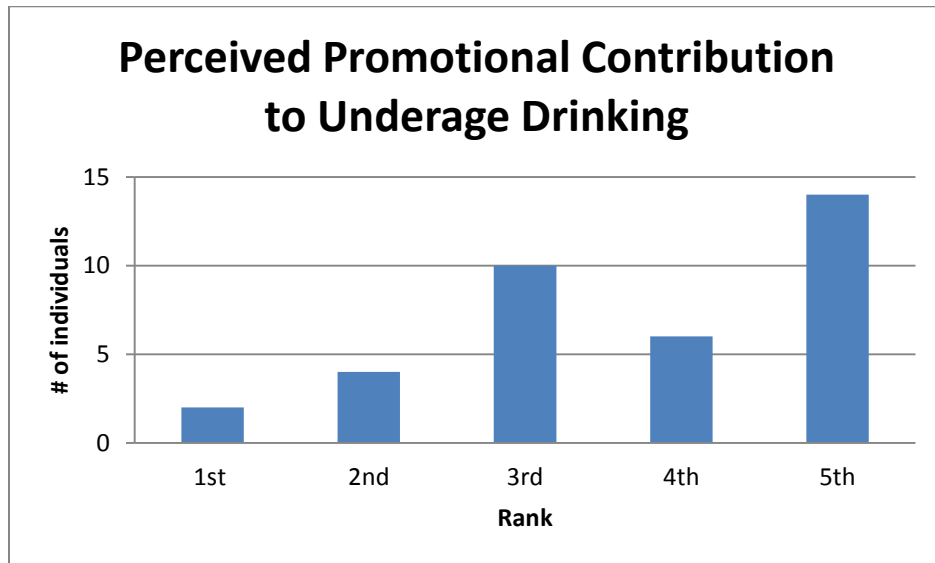
Graph 13: Local Survey showing community's opinion if local establishments heavily promote alcohol



*Data Source: 56 person questionnaire spanning Clayton County

Comments: Over a quarter of the residents surveyed believe alcohol is heavily promoted in Clayton County establishments.

Graph 14: Local Survey showing community members believe that promotion contributes to underage drinking (1st – very much; 5th, not so much)



*Data Source: 56 person questionnaire spanning Clayton County

Promotion Questions

Question 19:

Based on our data about alcohol sponsored events, billboards, and newspaper advertisements, Clayton County’s main concern would be promotion at public events. The county has a few advertisements in other places, i.e. one billboard and some newspapers, but the overwhelming influence comes from the community events. Here, the community sees an increase in alcohol use and, most likely, abuse. From the local survey, over a quarter of the community members believe establishment promotion of alcohol contributes to underage drinking; however, the majority believe promotion does not play a huge factor in contributing to underage drinking.

Question 20:

Based on these considerations, to what degree does your coalition believe promotion is influencing underage drinking and binge drinking and its consequences in your county? Justify your decision.

(place an “x” next to a number from 0 to 10)

No impact										Major impact	
0	1	2	3	4X	5	6	7	8	9	10	

As mentioned before, our main contributor to advertisement would be alcohol at community events. At these events, everyone celebrates and has a good time; sometimes abusing the use of alcohol. These events are where our county norms surface and we can see more indifference to alcohol misuse.

4. County Norms

Once again, data from the IYS are of use in this needs assessment. County norms refer to the acceptability or unacceptability of certain behaviors in a county, and it is the one Intervening variable that most often overlaps with other factors. In this section you will mostly gather data around county events. However, be aware that issues like social availability and law enforcement also reflect county norms.

Table 20: Proportion of Students Who Responded (Agree and Strongly Agree) to Perception of Social Norms Questions, source IYS

Indicators	Area	Grade	2002	2005	2008
It is against my values to use alcohol and drugs as a teenager. <i>Questions: 2002-C11; 2005-C11; 2008-C11.</i>	County	ALL	72.8	69.8	75.8
		11 th	48.7	45.1	55.4
	State	ALL	75.3	78.0	78.1
		11 th	51.4	55.3	56.2
Students caught drinking, smoking, or using an illegal drug are not allowed to participate in any extracurricular activity for some time period. <i>Questions: 2002-E4; 2005-E4; 2008-E4.</i>	County	ALL	93.1	91.6	93.1
		11 th	92.9	83.4	92.8
	State	ALL	90.8	91.6	91.2
		11 th	86.4	87.3	88.5

Table 21: Proportion of Students Who Responded (Wrong and Very wrong) on the Perception of Peer's Norms Questions, source IYS

Indicators	Area	Grade	2002	2005	2008
Thinking of your best friends, how wrong would most of them feel it would be for you:					
To drink beer, wine or hard liquor (for example vodka, whiskey, gin)? <i>Questions: 2002-D1; 2005-D1; 2008-D1.</i>	County	ALL	59.4	58	65
		11 th	25.8	27.5	38.1
	State	ALL	64.6	66.1	68.1
		11 th	33.4	34.0	38.6
To go to a party where kids under 21 were using alcohol? <i>Questions: 2002-D7; 2005-D7; 2008-D7.</i>	County	ALL	60.3	61.8	65.8
		11 th	28.9	27.0	36.9
	State	ALL	64.5	66.4	68.5
		11 th	31.8	33.7	38.0
How wrong would most of the students in your school (not just your best friends) feel it would be for you:					
To drink beer, wine or hard liquor (for example vodka, whiskey, gin)? <i>Questions: 2002-E7; 2005-E7; 2008-E7.</i>	County	ALL	52.4	55.1	60.0
		11 th	12.7	17.5	28.3
	State	ALL	59.3	60.4	63.0
		11 th	20.2	20.7	25.8

To go to a party where kids under 21 were using alcohol? Questions: 2002-E13; 2005-E13; 2008-E13.	County	ALL	54.3	58.9	61.5
		11 th	18.4	19.7	32.9
	State	ALL	58.5	60.1	63.8
		11 th	21.0	22.4	28.5

Table 22: Proportion of Student Who Responded (Wrong and Very Wrong) to Perception of Parental and Adult Neighbors Norms, [source IYS](#)

Indicators	Area	Grade	2002	2005	2008
How wrong would your parents/guardians feel it would be for you to:					
Drink beer, wine or hard liquor (for example vodka, whiskey, gin) without their permission? Questions: 2002-F16; 2005-F13; 2008-F13	County	ALL	85.5	85.4	83.9
		11 th	73.1	70.5	65.5
	State	ALL	89.4	89.7	89.6
		11 th	79.4	79.2	80.2
Go to a party where kids under 21 were using alcohol? Questions: 2002-F22; 2005-F19; 2008-F19.	County	ALL	88.9	89.3	87.9
		11 th	77.2	78.2	78.1
	State	ALL	90.2	91.5	91.7
		11 th	80.8	82.7	84.7

How wrong would most adults in your neighborhood and/or community feel it would be for you:					
to drink beer, wine or hard liquor (for example vodka, whiskey, gin)? <i>Questions: 2002-G8; 2005-G8; 2008-G8.</i>	County	ALL	78.7	79.3	81.6
		11 th	65.4	66.1	69.3
	State	ALL	84.0	84.0	84.8
		11 th	73.4	73.0	74.5
Go to a party where kids under 21 were using alcohol? <i>Questions: 2002-G14; *2005-G14; 2008-G14</i>	County	ALL	80.7	82.5	84.3
		11 th	71.2	68.2	77.5
	State	ALL	84.1	84.9	86.6
		11 th	73.8	75.2	78.1

*Note: in the label of the questions (under 21 was dropped) in 2005.

Question 21:

Regarding their values relating to alcohol and drug use, Clayton County youth rank consistently lower than other youth across the State of Iowa. In 2005, this difference was 8.2% lower for all grades and 10.2% lower for 11th graders alone. Clayton County youth also rank consistently worse regarding their opinion of how friends would perceive them drinking alcohol or attending parties where alcohol was being used by youth, though this gap does appear to be shrinking (Table 21). Regarding perception of parental disapproval as related to drinking alcohol, Clayton County youth also consistently rank worse than other youth across the State of Iowa. Of even more concern is the fact that while this issue has maintained a steady level with youth across the state, it is actually increasing among Clayton County youth. In 2002, 6.3% of Clayton County 11th graders reported their parents would not think it was wrong for them to drink alcohol without permission, with the rate rising to 14.7% in 2008 (Table 22). Additionally, Clayton County youth report that fewer adults in their neighborhood or community would feel it was wrong for them to drink alcohol or attend a party where youth were using alcohol than other youth across the state. This gap does appear to be shrinking slowly, yet it remains above the State rate (Table 22).

Temporary Alcohol Licenses for Community Events ([source ABD](#))

Another way to understand community norms around alcohol use of through the number of alcohol permits distributed for community events. Table 24 shows the combined number of temporary (per event) licenses per 10,000 population 15 and older. These types of licenses cover most sales of alcohol at fairs, festivals and other special events.

Table 23: **Number of Temporary Liquor Licenses per 10,000 Population Aged 18 and Older in 2009**, [source ABD](#)

<i>Area</i>	<i>Number of Licenses</i>	<i>Rate per 10,000 population (18 years and older)</i>
County		
State		

DATA UNAVAILABLE AT THIS TIME

Question 22:

N/A

Focus Group on Community Norms

Where minors and adults obtain alcohol:

- Older siblings or friends
- Parents (keep frig stocked and children help themselves)
- Belief that a percentage of businesses do sell to minors, depends on who is working
- Penalties have increased for businesses so selling to minors has decreased recently
- Parents would rather have children drinking at home than on road (believe it is the lesser of two evils)
- Get alcohol at bar from an older acquaintance buys for minor

Experiences with underage drinking at parties or about adults providing alcohol for minors:

- Out in the middle of nowhere
- Countryside
- Home
- Fields
- Bars
- Bowling alley
- Boats

Underage drinking at parties:

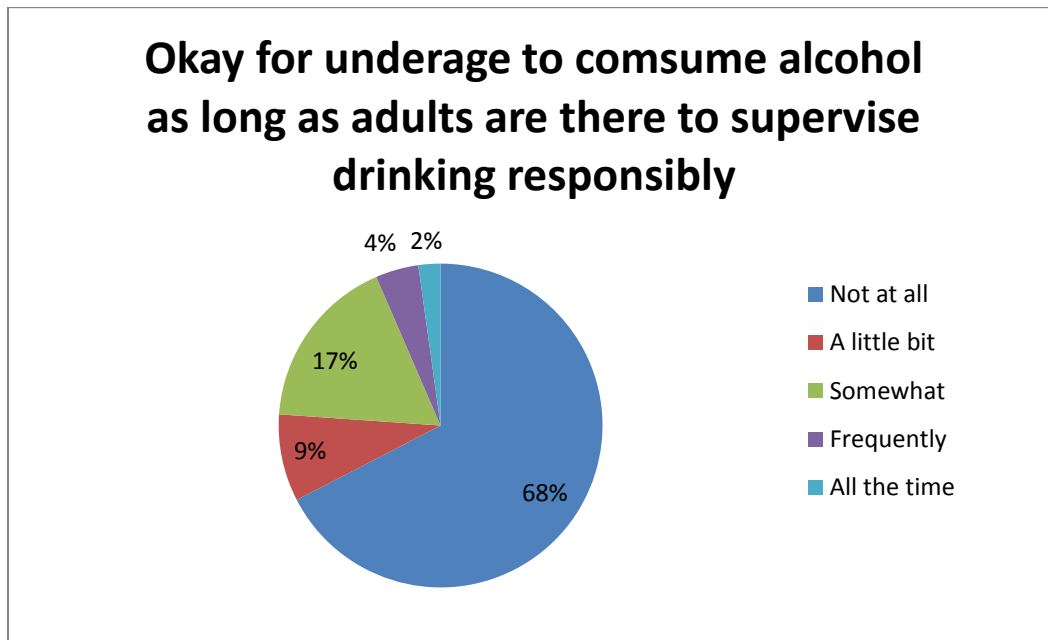
- Not always sure who is supplying the alcohol
- Teachers have provided location and alcohol in past
- Graduation parties
- Wedding receptions
- Parents have alcohol in home and don't know if they drink it or their child does

Community norms:

- What age people believe partying begins and when it actually does is very different (some believed alcohol exploration began in 11th grade when actually it begins as early as 5th or 6th grade)
- Some parents allow children to drink
- Minors think drinking makes them cool and accepted
- Peer pressure both for minors and adults
- Teenagers have always had parties and will continue to have them
- Beer tents are common at community events (except county fair)
- People more than likely bring their own beer to events

Other Data:

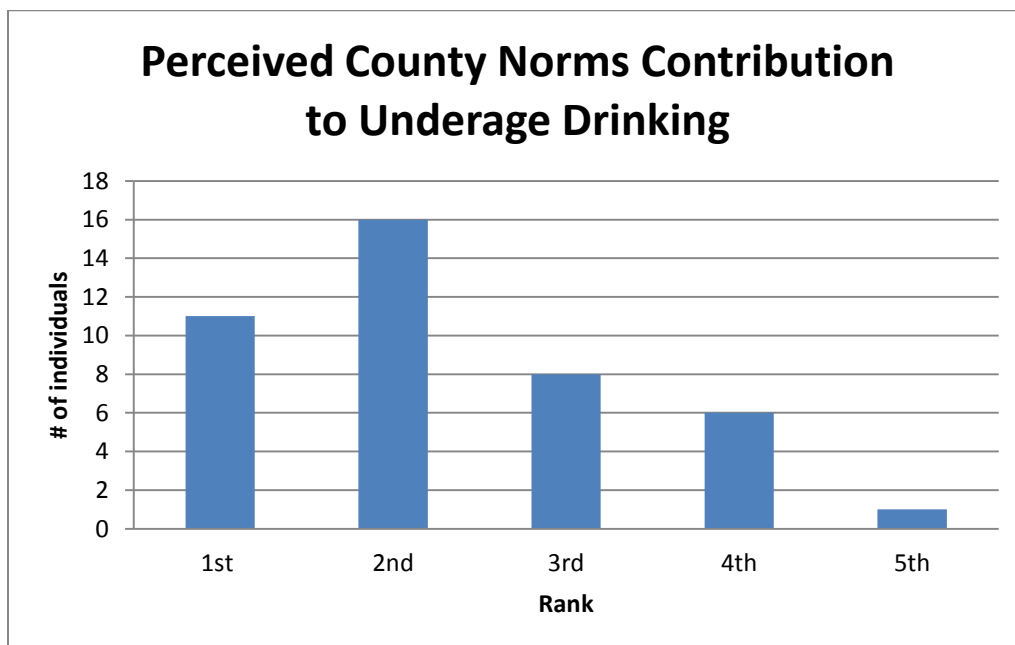
Graph 15: Local Survey showing community acceptance of underage drinking if responsible



*Data Source: 56 person questionnaire spanning Clayton County

Comments: 32% of all residents surveyed believe it is at least “a little bit” acceptable for minors to consume alcohol as long as there is an adult present.

Graph 16: Local Survey showing community members belief that County norms contributes to underage drinking (1st – very much; 5th, not so much)



*Data Source: 56 person questionnaire spanning Clayton County

County Norms Questions

Question 23:

Concerns surrounding community norms are assorted and interconnected. Information from the Iowa Youth Survey states fewer Clayton County youth value abstinence from alcohol. Likewise, they report fewer of their friends would think it was wrong for them to drink alcohol or attend parties where youth are drinking, than other youth across the state. These same Clayton County youth report a lower level of parental, or other adult, concern in regards to their drinking alcohol. Indeed, according to the perception of Clayton County youth, the number of parents who would be concerned about their use of alcohol is actually dropping. These concerns are supported by information obtained from local focus groups as well. Participants identified older siblings and parents as sources of alcohol for underage youth and believe that some youth in Clayton County consume alcohol at home. It was also reported that adults in Clayton County may believe that youth do not start drinking alcohol until 11th grade, when youth themselves report consumption at a much younger age. The younger age of onset regarding alcohol use, coupled with peer pressure and perceived lack of concern from friends, parents and other adults, combine to create an atmosphere where youth in Clayton County believe is it socially acceptable to consume alcohol. These same factors also impact the elevated rate of binge drinking among Clayton County adults.

Question 24:

Based on these considerations, to what degree do you believe community norms are impacting underage drinking and binge drinking and its consequences in your county?

Justify your decision.

(place an "x" next to a number from 0 to 10)

No impact					Major impact					
0	1	2	3	4	5	6	7	8	9 X	10

Community norms are often well entrenched and difficult to change. Based on the information obtained from youth and adults in Clayton County, it appears residents across a range of ages believe that alcohol consumption beginning at a young age is a socially acceptable norm for Clayton County. Until these beliefs can be challenged and community members educated on risks and consequences associated with both underage drinking and adult binge drinking, it will be almost impossible to make any impact on either of these issues.

5. Individual Factors

Individual factors that can influence underage drinking and binge drinking include biological factors, socioeconomic factors, and individual attitudes, beliefs and perceptions around alcohol use and drug use. Since little can be done to change biological predisposition or socioeconomic status (in this grant), the primary focus of this last contributing factor will focus on individual attitudes, along with unique characteristics in your county that may influence underage and binge drinking.

Surveys

Often evidence-based prevention efforts target specific individual factors (for example specific beliefs that people have in general) that influence alcohol-related problems. In Iowa, these can be measured using the IYS.

Table 24: Risk and Protective Factors That Best Predict 30-Day Alcohol Use and Percentage of Students at Risk or Protected by Grade Levelsⁱⁱ, source IYS, 2008

Grade	Factors that best predict 30-day alcohol use	Percent of students at high risk or at low protection on predictive factors	
		County	State
11th Grade	Factors label		
<i>Construct (REVALC)</i>	Alcohol construct (current alcohol use)	40.4	36.2
<i>C16</i>	Sensation Seeking: (Even if it is dangerous, I like to do exciting things)	68.5	68.4
<i>C18</i>	Perceived risk for Alcohol Binge	69.8	74.6
<i>G2</i>	Perceived availability of Alcohol	19.1	20.7
<i>G3-G6</i>	Perceived availability of Drugs	72.7	66.3
<i>F13, F19</i>	Parent attitudes to Alcohol	96.8	96.9
ALL Grades	Alcohol construct		
<i>Construct</i>	Alcohol construct (current alcohol use)	23.1	19.0

<i>C16</i>	Sensation Seeking	62.8	59.1
<i>C18</i>	Perceived risk for Alcohol Binge	74.1	75.6
<i>G2</i>	Perceived availability of Alcohol	39.4	45.4
<i>G3-G6</i>	Perceived Availability of Drugs	76.5	74.9
<i>F13, F16</i>	Parent attitudes to Alcohol	97.6	97.6

Notes: Student answers are (Strongly agree and agree, Very wrong and wrong, Very hard and hard)

Question 25:

Although youth in Clayton County rank similarly to other youth across the State of Iowa in several areas, they continue to rank higher than other youth in current use of alcohol. Apparently youth of all ages in Clayton County are somewhat similar to those across the state in regards to perceived risk for binge drinking, yet by 11th grade, the gap for Clayton County youth increases from 1.5% to 4.8%; indicating as they age, they see less risk associated with binge drinking. This may be connected to the fact that youth overall in Clayton County report a slight elevation for sensation seeking, but this decreases to almost equal the State level by 11th grade. Clayton County youth may begin drinking as a form of sensation seeking and continue drinking simply because they see less of a risk involved. It is seemingly contradictory and confusing that although information from Table 22 indicates a large disparity between Clayton County youth and others across the State of Iowa regarding parent perceptions, Table 24 information indicates parent attitudes are comparable.

Question 26:

Based upon discussions with the 2008 IYS, which of the risk factors listed there have the highest prevalence rates for your county?

- 97% of 11th grade students believe their parents attitude (or response) towards alcohol would be wrong or very wrong for 11th graders to participate
- 73% of 11th grade students responded hard and very hard to obtain drugs
- 19% of 11th grade students responded hard and very hard to obtain alcohol
- Perceived risk for alcohol binge drinking
- Sensation seeking

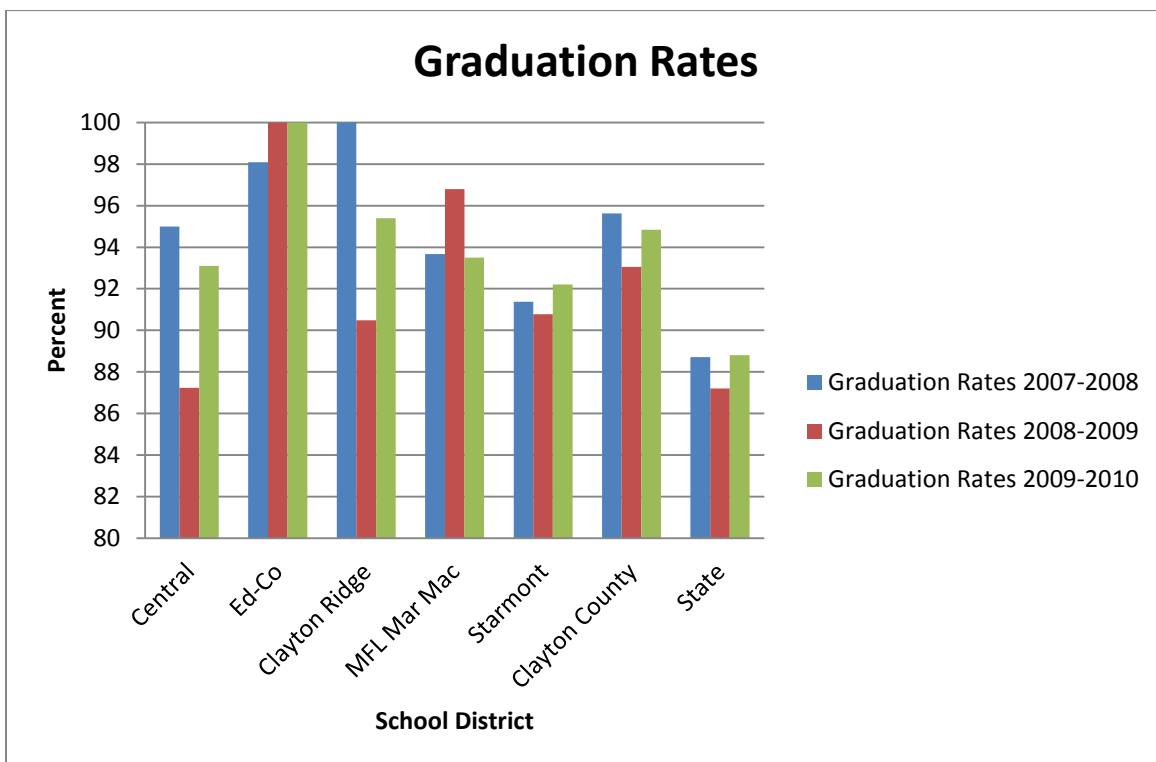
Graduation Rates

Consider the following table which lists the graduation rate for each school in your county. To compare your county to Iowa as a whole, SEW will provide the overall county and state numbers and rates. You will need though to find your specific school district graduation rates and compare to the county and state. This will help you pinpoint districts that have real problems.

Table 25: Graduation Rates, source Project EASIER

School District	2007-2008	2008-2009	2009-2010
Central	95	87.23	93.1
Ed-Co	98.08	100	100
Clayton Ridge	100	90.48	95.4
MFL Mar Mac	93.67	96.8	93.5
Starmont	91.38	90.77	92.2
Clayton County	95.626	93.056	94.84
State	88.71	87.21	88.8

Graph 17: Graduations Rates of local schools



Source: Gathered from school websites (student handbook)

Note: The NGA rate is calculated by dividing the number of on time graduates (including transferred in graduates) by the number of first time 9th graders four years previous

Question 27

Clayton County's graduation rates are consistently higher than the state level by about 5%.

Other Data:

Focus Group on Individual Factors

- Where do minors and adults obtain alcohol:
- Older siblings or friends
- Parents (keep frig stocked and children help themselves)
- Belief that a percentage of businesses do sell to minors, depends on who is working
- Penalties have increased for businesses so selling to minors has decreased recently
- Parents would rather have children drinking at home than on road (believe it is the lesser of two evils)
- Get alcohol at bar by an older acquaintance buys for minor

Where do minors and adults consume alcohol?

- Out in the middle of nowhere
- Countryside
- Home
- Fields
- Bars
- Bowling alley
- Boats

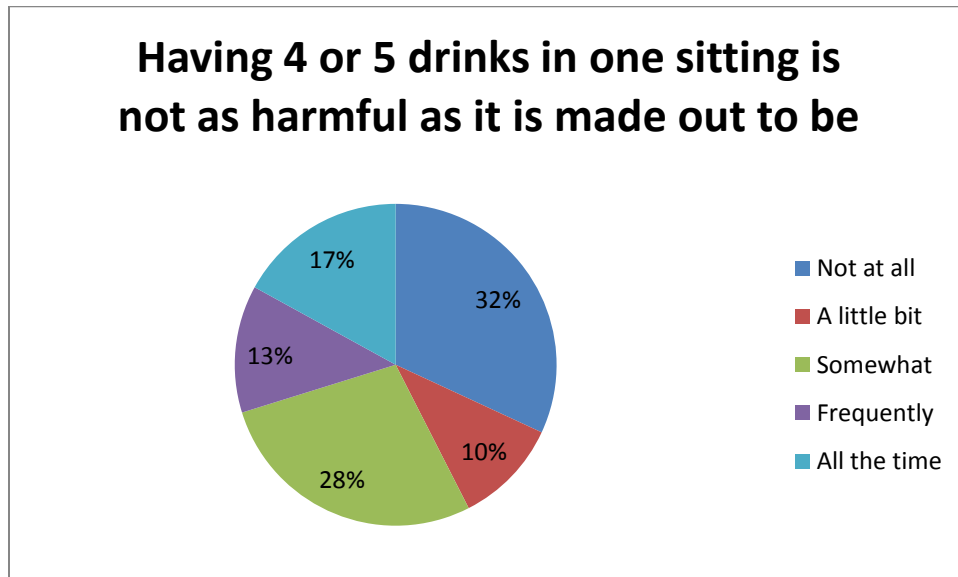
Experiences with underage drinking at parties or about adults providing alcohol for minors:

- Not always sure who is supplying the alcohol
- Teachers have provided location and alcohol in past
- Graduation parties
- Wedding receptions
- Parents have alcohol in home and don't know if they drink it or their child does

Individual Factors:

- Parents allow drinking
- Accepted or want to be accepted need to drink
- Peer pressure
- Rural, county, truck driving community that associates drinking with our identity

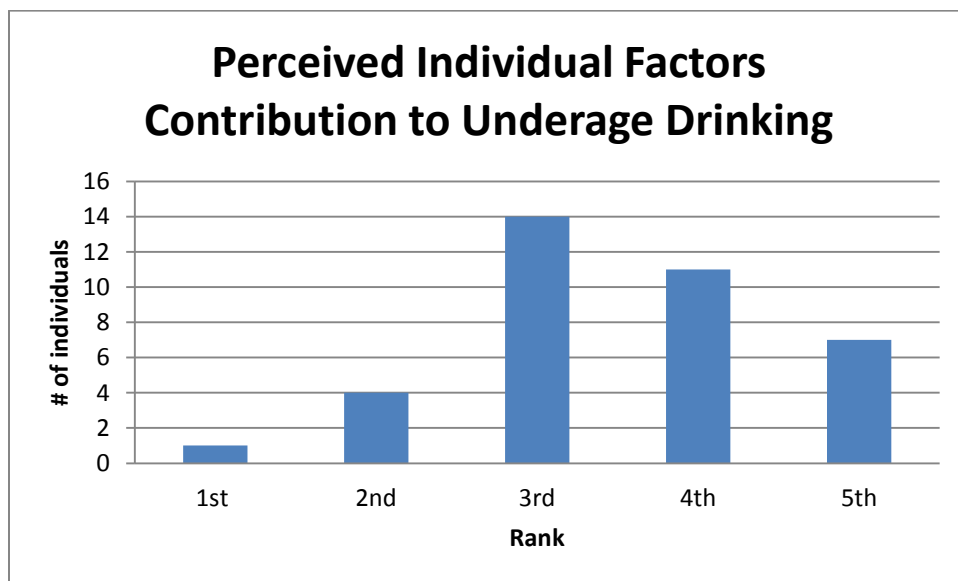
Graph 18: Local Survey showing community's opinion on having four or five drinks in one sitting



*Data Source: 56 person questionnaire spanning Clayton County

Comments: Almost 32% of Clayton County residents surveyed believe consuming alcohol in amounts defined as binge drinking is not harmful. Additionally, another 38% indicate it is only somewhat harmful.

Graph 19: Local Survey showing community members believe that individual factors contributes to underage drinking (1st – very much; 5th, not so much)



*Data Source: 56 person questionnaire spanning Clayton County

Individual Factor Questions

Question 28

Based on the information above, the individual factors that concern Clayton County the most include the parents allowing their children to drink at home and at friends' houses, an overwhelming desire to be accepted by those around them, and cultural identity. Changing the perception of the community will be difficult because of how much residents have grown to accept drinking as a part of everyday life.

Question 29

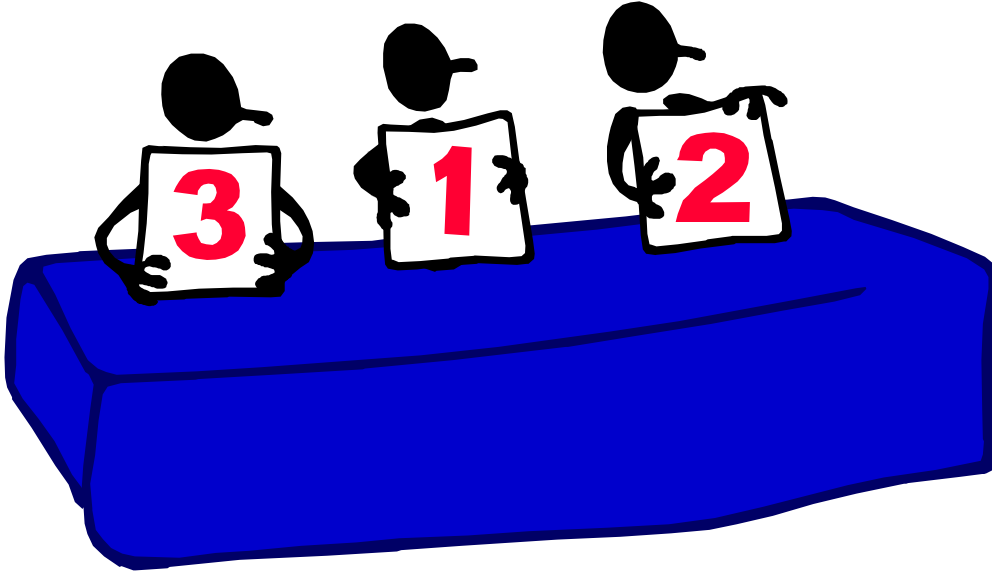
Based on these considerations, to what degree does your coalition believe individual factors are impacting underage and binge drinking and its consequences in your county? Justify your decision.

(place an "x" next to a number from 0 to 10)

No impact						Major impact					
0	1	2	3	4	5	6	7	8	9	10X	

For the reasons stated above, the identify of Clayton County has been the same for years. In order to effect a change in the use and abuse of alcohol, the identity and the perceptions and beliefs that accompany it will need to be challenged and changed.

Set Priorities



Task Three:

Rank the Five Intervening Variables from the Greatest Contributor to Your Community's Problems to the Smallest Contributor

Prioritizing

The next stage involves prioritizing the intervening variables. The first step is achieved by placing the appropriate scores from previous questions next to its related Intervening variables. Based on the impact scores, rank each Intervening variables with 1 being the highest priority (the area with the highest score) and 6 the lowest. In the case of a tie, decide which area is of higher priority for your county in relation to underage and binge drinking. After having completed the ranking, justify your prioritization. Then work to decide what combination of intervening variables would be best to focus on in reducing underage and binge drinking in your county. You may want to consider other mitigating factors like special communities characteristics that influence underage drinking or binge drinking. Feel free to point out or comment on any other circumstances.

Score	Rank	Intervening variables
5	4	Retail Availability (Question 14)
8	3	Social Availability (Question 17)
4	5	Promotion (Question 20)
9	2	Community Norms (Question 24)
10	1	Individual Factors (Question 29)

Question 30

Table 26: CAW Ranking of Intervening Variables

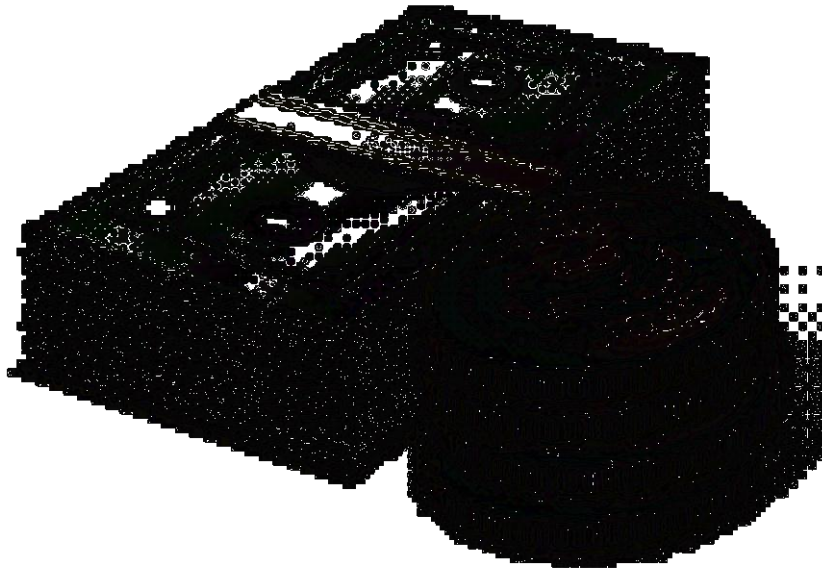
CAW Ranking	
Contribution	Rank
Individual Factors	1
County Norms	2
Social Availability	3
Retail Availability	4
Promotion	5

Local Table 3: Local Survey Perception of Highest Contribution to Underage Drinking

Community Perception of Contribution to Underage Drinking	
Contribution	Rank
Social Availability	1
County Norms	2
Individual Factors	3
Promotion	4
Retail Availability	5

Information obtained is consistent in most areas; however social availability and individual factors are reversed in the CAW rankings and local data. This may be in part due to confusion among local survey takers and focus group members regarding the definitions of each area. Social availability and individual factors are both part of the norm in Clayton County and certainly affect both priority populations. This discrepancy will need to be explored and re-evaluated during the next assessment period.

Resource Assessment



Task Four:
Evaluate the Current Resources Going toward
Each of the Five Intervening variables

Resources

Most communities already do some sort of substance abuse prevention, ranging from implementing school based programs to pursuing policy changes. Therefore, it is important to consider the resources already being used in any of the five intervening variables. Complete the table below by listing current strategies and resources being expended within each Intervening variables. Note that these must include some focus upon the prevention of underage drinking and adult binge drinking. You may want to consider certain school or local policies/ordinances related to alcohol.

Resources most often refer to funding but could also refer to other efforts like individual time spent pursuing policy change, dedicated staff, etc.

Table 27: Current Resources and Strategies Focusing upon the Underage and Binge Drinking by Intervening variables

Intervening variables	Strategies	Resources
Retail Availability	<ul style="list-style-type: none"> -Beverage Server Training -Law Enforcement ID Checks -Businesses posting information regarding ID checks at purchase -legal sanction for violation of sales to minors -municipal/county governments need to authorize public sale through permits 	<ul style="list-style-type: none"> -Substance Abuse Services for Clayton County -City and county law enforcement -Helping Services of Northeast Iowa -Funding provided by grants to implement some projects
Social Availability	<ul style="list-style-type: none"> -Few public sponsored events -PSA's on local radio station regarding hosting parties for underage drinkers -SAFE Coalitions in 2 communities, though all communities have been SAFE certified offering public advertisements and sponsoring substance free events -DARE education at MFL Mar Mac School 	<ul style="list-style-type: none"> -SAFE Coalitions -Grant funding for SAFE Coalitions -Public funding for DARE education -Radio station offers free public service announcements -Movie theatre provides advertisements and announcements -Substance Abuse Services for Clayton County provides articles regarding social hosting
Promotion	<ul style="list-style-type: none"> -Media messages through radio station and movie theatre 	<ul style="list-style-type: none"> -SAFE Coalitions -Grant funding for SAFE coalitions

	<ul style="list-style-type: none"> -Few billboards advertising substances in the county -SAFE coalitions sponsor alcohol free events and other special programs and public information -Radio station offers free public service announcements -Schools provide time for speakers and assemblies RE: consequences of substance use -Schools enforce eligibility codes RE: substance use -DARE education offered at MFL Mar Mac School -Some communities have curfew ordinances 	<ul style="list-style-type: none"> -law enforcement special enforcement efforts - -Volunteers serve on SAFE coalition and participate in school assemblies such as mock disasters -Schools -Local Communities -Substance Abuse Services for Clayton County
County Norms	<ul style="list-style-type: none"> -Limited public sponsored events where alcohol is served -Support to law enforcement for efforts to address substance abuse issues -Funding for SASCC -Numerous town hall meetings to address substance use in past -All schools have eligibility rules for substance violators 	<ul style="list-style-type: none"> -Government funds used for special law enforcement initiatives -Funding for prevention programming locally -Grants provide additional funds for programs -Schools -Substance Abuse Services for Clayton County -Local Law Enforcement
Individual Factors	<ul style="list-style-type: none"> -Parent education programs -Support groups -Help lines for people to call -Availability of local prevention programs -School enforcement and prevention education initiatives -Public education through radio PSA's and theatre ads 	<ul style="list-style-type: none"> -Grant funding for programs -Volunteers to coordinate and participate in efforts -Government funds to schools for education -Local AA meetings -Local Law Enforcement -Schools -Substance Abuse Services for Clayton County -Helping Services for Northeast Iowa

Final Question



**Task Five:
Determine What Combination of Intervening variables Your SPF
Project Will Target**

Final Conclusions

Now that you have considered the data pertaining to your county alcohol problems and their Intervening variables, you need to decide what to do. This decision will ultimately be part of your county SPF SIG Strategic Plan and lead to very specific evidence-based strategies that you will implement.

Final Needs Assessment Question

Question 31

The intervening variables of retail availability, social availability, promotion, county norms, and individual factors, are all an important factor to address underage and binge drinking in Clayton County. From this assessment, individual factors and county norms were identified as two of the biggest factors, with social availability closely following. Retail availability and promotion are not as prominent of an issue in Clayton County but these factors may be address indirectly while focusing on the other three.

Individual factors that concern Clayton County the most include parents allowing their children to drink at home and at friends' houses, an overwhelming desire to be accepted by those around them, and cultural identity. Changing the perception of the community will be difficult because of how much residents have grown to accept drinking as a part of everyday life. This factor will prove a challenge for Clayton County because of the strong belief in personal rights and privacy. Individual factors are difficult to alter in light of personal views; however, once the chain reaction begins to change residents' views, the community will have the capacity and strong will-power to enforce and teach the negative impact of underage and adult binge drinking.

Community norms are often well entrenched and difficult to change. Based on the information obtained from youth and adults in Clayton County, it appears residents across a range of ages believe that alcohol consumption beginning at a young age is a socially acceptable norm for Clayton County. As well as the fact that underage youth can and will drink either at home or at a friend's house. The residents are also uninformed when identifying and addressing binge drinking with family and friends. Until these beliefs can be challenged and community members educated on risks and consequences associated with both underage drinking and adult binge drinking, it will be almost impossible to make any impact on either of these issues.

Since alcohol is so easily accessible to any age, we as a coalition believe social availability has a significant impact on underage and binge drinking. There are some that are more responsible and teach their children to do the same, but there is an overwhelming feeling in the community that when a person attends a social event, alcohol must be present; therefore, making alcohol easily accessible to all ages present. Social availability coincides with community norms and individual factors because the parents and older siblings/friends are usually responsible for providing alcohol to youth; which, as mentioned before, has been found to be acceptable in Clayton County. With

alcohol being easily accessible, adults are also tested with peer pressure and being socially accepted. Changing the way residents use alcohol, or at least help them become more aware of the risks involved, will eventually help Clayton County reduce its social availability of alcohol.

Retail availability and promotion are not as high contributors as the other three, but can still be addressed indirectly through the other three factors. Most of our establishments are conscientious and careful not to sell to minors. However, there are no such restrictions to the 'legal age' population. Promotion is also not as big an issue since most of our county events are either alcohol-free or sponsored locally.

Clayton County does have resources available to the public to help inform, counsel, treat, and enforce matters pertaining to underage and binge drinking. Whether this information is widely known is not as clear. When people talk to anyone from these agencies, some people associate negative connotations to the act by thinking they or someone else has a problem and cannot deal with the issue themselves. This destructive opinion needs to be addressed so residents can freely and openly understand and admit to the issues in Clayton County. Making sure residents are informed and knowledgeable about these issues is one step toward addressing and, eventually, changing the way Clayton County residents perceive underage and binge drinking.

Summary

It is clear that Clayton County will need to address several variables together. Community norms weigh heavily in all areas, impacting individual factors, social availability and even promotion and retail availability. Alcohol consumption for Clayton County residents begins at an early age and is seen as socially acceptable. Youth indicate that alcohol is not difficult to obtain and local input agrees that youth can obtain alcohol from a variety of sources. Parents and other adults in the community turn a blind eye to youth drinking, believing that this is the way it has always been and will always continue to be. They may associate this with their own experiences as youth. Though they may not agree with the behaviors, they are often reluctant to enforce changes and some may not make their views clear to youth. Some parents allow their youth to drink at home, believing it is 'safer' for them.

This sets the precedent for people in Clayton County continuing to drink as they age. By the time residents have reached the legal age for alcohol consumption, they are already rooted in the fact that alcohol use is prevalent within the county and numerous locations are available for the purchase of alcohol. Adults continue to drink, often at an abusive level as is shown by the high level of binge drinking within the county. OWI arrests and alcohol-related fatalities are both on the increase in Clayton County. It would appear that law enforcement is making a concerted effort to address the issue of drinking and driving, but with the largely rural area encompassed within the county, law enforcement cannot be everywhere and the result can be a life or death situation. Again, as the county is largely rural, it is implicit that many individuals, who do drink, also drive after the fact. As a significant amount of Clayton County residents do not see the risk in binge drinking, the number of arrests and fatalities seen within the county will likely continue to increase.

In turn, youth often see adults drinking regularly at social events, even bringing their own alcohol with them in coolers. They also note the many locations where alcohol is available for purchase. It is not hard to see why youth would fail to value abstinence regarding alcohol consumption.

Peer pressure appears to be a major factor with both youth and adults and this is another part of the community norm. People who drink want others to drink with them. People who are consuming alcohol at binge levels often encourage others to do so also, so they are not in the minority, but rather the majority regarding alcohol consumption. This can be illustrated by a recent admission by an alcoholic who relayed that when he repeatedly refused an alcoholic beverage at a social event, he was encouraged to accept. When he finally admitted he was an alcoholic and that it was in his best interest not to drink, he was ridiculed and told that 'one drink would not hurt him' and then the person encouraging him to drink refused to speak to him.

The residents of Clayton County will need to be educated regarding the definitions of binge drinking and its negative effects. They will also need to clearly understand the correlation between underage drinking and adult binge drinking. Further, they will need

to be apprised of available resources and strategies within the county. It is an unfortunate truth that many of the county's residents are unaware of existing resources and assume there are none, or few.

Through focusing on addressing community norms, individual factors and to a lesser degree, social availability, the issues of promotion and retail availability can also be impacted, albeit indirectly. By implementing environmental strategies across Clayton County, both youth and adults can become better educated and therefore learn to make better decisions regarding alcohol. By highlighting current resources and strategies within the community, both youth and adults can learn that alcohol use is not a right, but rather a privilege; and responsible use of alcohol can be further promoted.

ⁱ Birckmayer, J.D., Holder, H.D., Yacoubian, GS, & Friend, K.B., (2004). A general causal model to guide alcohol, tobacco, and illicit drug prevention: Assessing the research evidence. *Journal of Drug Education*, 34, 121-153.

ⁱⁱ Zucker RA, Donovan JE, Masten AS, Mattson ME, Moss HB. Early developmental processes and the continuity of risk for underage drinking and problem drinking. *Pediatrics*. 2008 Apr;121 Suppl 4:S252-72.