

**CMCA – Communities Mobilizing for a Change on Alcohol Policy
(127 respondents)**

- **How are minors accessing alcohol**
34% Responded “From Parents/Home”
28% Buyers/Adults
- **What do you see as some barriers to enacting alcohol access policies?**
54% Parents Passive Attitudes
21% Punishment not harsh enough
15% Availability
4% Peer Pressure
- **What are opportunities for improvement?**
25% Education of adults
18% Education of kids
17% Stiffer penalties and education of businesses
12% Public awareness
3% Stings
2% Lowering the drinking age
50% indicated that they would be willing to help resolve the issue.

Tobacco Violations and Possession of Alcohol by a Minor

(Source: SD Unified Judicial System Report, 2011: page 48, Table 25)

	Charge	Convictions	Dismissals
Sell/Distribute Tobacco Under Age 18	37	32	7
Purchase/Receive/Consume/Possess Tobacco Under Age 18	207	178	17
Give Alcohol to any Person Under 18	145	32	93
Give Person Alcohol Ages 18-21	271	172	119
Possession of Alcohol by a Minor	5894	4422	1689
Maintain Place To Violate Beverage Laws	227	143	58

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**Underage Drinking
A Collective Responsibility Report Card 2012**

The Positive Community Norms (PCN) Model is a community or an environmental approach that engages many different audiences to improve community health. Known as the Science of the Positive; it recognizes core, timeless principles as the basis of all individual and community changes. It operates from these principles with a focus on impacting individuals and community norms through leadership development, communications, and strategic allocation of prevention resources.

When applied to the issue of reducing youth alcohol use, the focus of PCN campaigns are to challenge people’s commonly held perceptions about their environment and the behavior of their peers, as well as their beliefs about how problems like underage drinking should be confronted.

The Science of the Positive (SOTP) is a framework that allows us to study, measure and grow the positive. It has been developed through years of research and work with agencies, communities, and businesses. It is now used by individuals, and communities to change perceptions, behaviors, and outcomes, as well as to uncover opportunities to fulfill their potential (Linkebach, 2003d).

When we use media to focus on serious concerns, we sometimes distort the context of the situation in attempt to drive home our concerns. One result of focusing on the negative aspects of the problems is that we can actually promote misperceptions of the prevalence of the issue. As a society, it is like we have *cultural cataracts*: our vision is often distorted by the media’s “if it bleeds, it leads” focus on the problems and harms caused by the dangerous behavior of a small percentage of people (Linkebach, 2001).

The Science of the Positive seeks to refocus our vision on the positive, healthy normative behaviors we want to grow. One of the core tenets of the SOTP is that the solution is in the community. This is the approach we have taken in providing our community report card to our communities of Pierre and Fort Pierre.

Larry Weiss, Chairman of Parents Matter

(Source: *The Positive Community Norms*, “**Most of Us**”, Montana Summer Institute, 2010).

*“Everyone is in charge of prevention.
Prevention is not a program but an informed commitment”*

Community /Local Information

- **2011 Arrest Report –Pierre Police Department (4409 Youth Under 18)**
5-Zero Tolerance D.U.I
195 -Underage Consumption of Alcohol
- **2011 Arrest Report –Ft. Pierre Sheriff’s Office (776 Youth Under 18)**
0 - Zero Tolerance D.U.I
13 - Underage Consumption of Alcohol

* This reflects that **96%** of our youth in Pierre/Fort Pierre did not have any Alcohol use/violations

- **Alcohol Compliance Checks in Pierre/Ft. Pierre**
34 of the **86** Total on/off sale establishments were reviewed. 75% of the 34 establishments passed the reviews.
- **Hughes Co. –SD Kids Count Factbook (4,409 Youth under the age of 18)**
60 or **1.36 %** of our youth were admitted to Juvenile Alcohol and Drug Treatment in 2011
19 or **.43%** were committed to the Department of Corrections in 2011.
- **Stanley County-SD Kids Count Factbook (776 Youth under the age of 20)**
9 youth or **1.16%** Juvenile Admissions to drug or Alcohol Treatment
2011 Commitment to Department of Corrections **less than 4**

Pride Survey Core Measures (1365 student responses)

Core Measure	2007	2008/2009	2010/2011	2011/2012
30 - Day Use	20.50	24.00	20.60	20.70
Perception/Risk	70.10	66.10	69.20	69.50
Parental Disapproval	90.30	89.20	90.20	90.20
Age of 1st Use	12.80	12.90	13.00	12.90
Availability	53.30	53.60	49.80	49.90

Parents/Caregivers Pride Survey (130 responding)

- **83.5%** reported that their child had not used alcohol
- **16.5 %** reported that their child has tried or is using alcohol
- **24.4 %** reported that their child attends Church, Synagogue, etc.
- **32.0 %** reported talking to their child about the harmful effects of using substances.
- **54.0%** reported **sometimes** teachers talk about the harmful effects of using substances
- **39.5%** reported **sometimes** our school works with Parents regarding drug abuse prevention.
- **49.6 %** reported **often** drug and alcohol use is a big problem facing youth in my community
- **40.6 % seldom and 41.4% sometimes:** Alcohol industry does a good job of discouraging underage drinking.

Parents/Caregivers Pride Survey (continued)

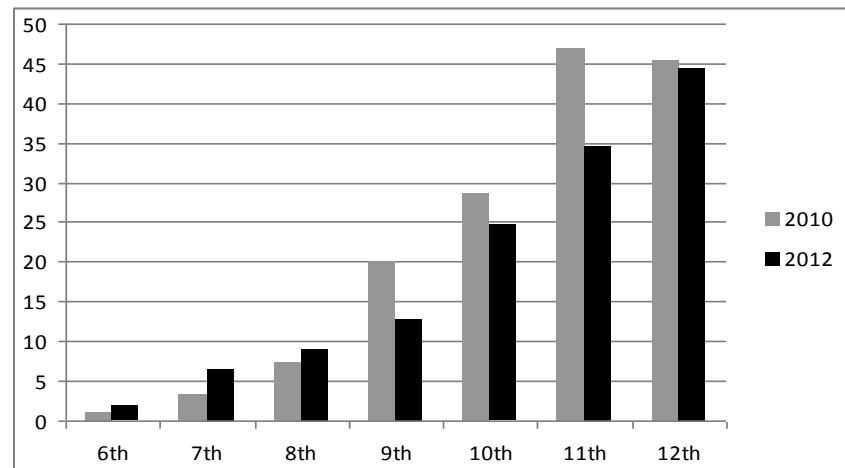
- The majority of respondents indicated that it was fairly easy for their youth to access alcohol. **Beer: 43.7%, Coolers/Breezers: hard lemonade (alcohol pops) 37%, Hard liquor 38.9%**
- **65.9% strongly agreed** that parents take responsibility for their children’s use of alcohol and drugs.
- **57.9% agreed** that Community Anti-drug Coalitions were effective in keeping students drug free.

Faculty/Staff Pride Survey (105 responding)

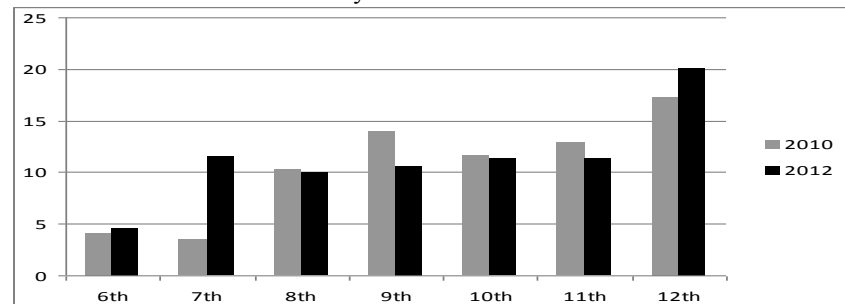
- 81.6%** who feel the need for some training in Violence Prevention
- 59.2 %** who feel the need for some training in locating Community Resources
- 70.7 %** who feel the need for some training in Personal Responsibility
- 65.3 %** who feel the need for some training for Parents
- 53.1 %** who feel the need for some training in Drug Curricula

Pierre/Fort Pierre Pride Survey Results

Where do you use alcohol? “At a Friends House”.



Where do you use alcohol? “At Home”



Pride survey results from Pierre/Fort Pierre students include information regarding where alcohol is used. Specifically, it should be noted that those students who had reported using alcohol did not use alcohol at school.