



Make Some Noise & Not Our Kids campaigns launched to focus on alcohol norms and usage among youth.

- Hires a Prevention Coordinator.
- Community Needs assessment identifies underage drinking.
- Target peer norms and perception of risk.
- Strategies: Social marketing, education and enforcement.



Therapy Dogs for students to help ease stressful or crisis situations.

2017



Role Model Campaign

2016

2015

Continue collaboration with local law enforcement to:

- *Host Community Pancake Breakfast*
- *Conduct compliance Checks*
- *Prevention staff trained in Tips to educate alcohol merchants*



For more information:
www.hkyfs.org
Preventioncoordinator@hkyfs.org



HC-HK coordinates family activities and events including:

- Family Olympics*
- Family Dinners*
- Family Movie Night*
- Kids Run-A-Muck*



Continue to reintroduce the SPF model to Coalition Members



Ignite Youth Coalition Created

Ignite accomplishments:

- Educate peers and adults.
- Created youth led radio show.
- Conduct Kids Night Out, asset building activities for younger students.
- Presented to CAPP and Lion's meetings on ways to engage youth in the community.
- Raised money to send students to CADCA and Youth to Youth conferences.

2018

2019

2020



Programs and activities would not have been possible without DMHAS funding

Short Term Outcomes

- Increased perception of peer disapproval around alcohol use from 73% in 2014 to 81% in 2018.
- Increased the # of family events by 2 per year for a total of 6 events.
- Increased distribution of materials to 500 items per year.

Long Term Outcomes

- Decrease past 30-day use of alcohol from 35% (2014) to 30% (2020) for 9th to 12th graders.
- Increase perception of parent disapproval around alcohol use from 94% (2014) to 95% (2020) for 7th to 12th graders.
- Increase perception of peer disapproval around alcohol use from 73% (2014) and surpassed goal to 78% (2020) for 7th to 12th graders.
- Increase perception of risk associated with alcohol use from 80% (2014) to 85% (2020) for 7th -12th grades.

Launching this spring *We Know The Risks* a social marketing campaign in collaboration with 6 other cities/towns to address risk factors for youth substance use.

