
Preventing Underage Drinking: Using the SAMHSA Strategic Prevention Framework and GTO to Achieve Results

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Agenda for the Presentation

- History of the Getting to Outcomes (GTO) Model
- GTO products
- GTO research base
- GTO accountability questions
- Effective environmental strategies
- What are we up against?

History of Getting to Outcomes (GTO)

- 1990s: Community Partnerships (N=251)
- What were the results?
- Boys versus girls; some results
- Don't throw the baby out with the bathwater
- How can communities monitor the activities in real time rather than waiting for an evaluation report.

History of Getting to Outcomes (GTO)

- Team in SC working on how to build the effectiveness of coalitions to get outcomes
- CSAP became interested and asked for a task order for developing a GTO manual
- Moved to 10 accountability questions
- Worked with SAMHSA to develop the initial 1999 version of the GTO manual

History of Getting to Outcomes (GTO)

- Research based- (endorsed by SAMHSA as a best practice process for planning and evaluation)
- 3-year research study Funded by the Center for Disease Control and Prevention (CDC) to test the effectiveness of the GTO model
- Rigorous design for research
- 2 sites (SC and CA) intervention and comparison programs
- Results were positive (prevention and outcomes)

Getting to Outcomes (GTO) Products

- Initial version in 1999 for the initial Drug Free Communities Grantees
- 2004 for the Center for Disease Control and Prevention (Research study- 2 locations)
- 2006 Getting to Outcomes (GTO) with Developmental Assets
- 2006 Preventing Underage Drinking: Using the SAMHSA Strategic Prevention Framework and GTO to Achieve Results

Just the Facts...

- Alcohol is the most widely used substance of abuse among America's youth.
- By age 15, approximately ½ of boys and girls have had a whole drink of alcohol- not just a few sips; by age 21, approx. 90% have drunk.
- Highest prevalence of alcohol dependence in age group is among people 18-20.
- Early, heavy drinking is associated with increased risk for adverse lifetime alcohol-related consequences.

Just the Facts...

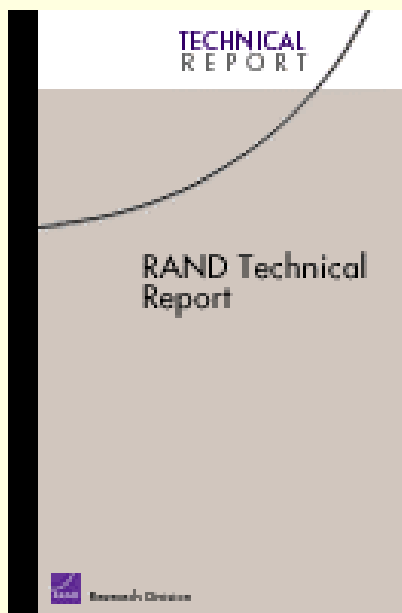
- Underage drinking accounted for:
 - At least 16% of alcohol sales
 - 3170 deaths and 2.6 million other harmful events (injuries, sexual assaults)
 - \$5.4 billion in medical costs (e.g., treatment)
 - 14.9 billion in work loss and other resource costs

Resources for data sources

- Societal costs of underage drinking: Ted Miller, David Levy, Rebecca Spicer and Dexter Taylor PIRE 11710 Beltsville Drive Calverton MD 20705

Preventing Underage Drinking

www.rand.org/pubs/technical_reports/TR403/



Co-Authors: Pamela Imm, Matthew Chinman, Abraham Wandersman, David Rosenbloom, Sarah Guckenburg, Roberta Leis of Join Together

Purpose of the Guide

- GTO helps communities through a systematic process of planning, implementation and evaluation that will improve results in reducing and preventing underage drinking

What is GTO?

Accountability Questions

1. How can we organize the community to profile community needs and resources regarding under drinking? (COMMUNITY MOBILIZATION)
2. What are the underlying needs and conditions that must be addressed in the community to reduce underage drinking? (ASSESSMENT)
3. What are the goals, target populations, and desired outcomes for the community? (GOALS)
4. What capacities need to be strengthened to develop and implement a plan to reduce underage drinking? (CAPACITIES)

Accountability Questions (continued)

5. What evidence based environmental strategies will be useful in achieving the goals? (STRATEGIES)
6. How will the environmental strategies to reduce underage drinking “fit” within the community context? (FIT)
7. What is the plan for reducing underage drinking? (PLAN)
8. Who will the implementation of the plan be assessed? (PROCESS EVALUATION)

Accountability Questions (continued)

9. How well are the strategies working to reduce underage drinking? (OUTCOME EVALUATION)
10. How will we ensure that the strategies improve over time (CONTINUOUS QUALITY IMPROVEMENT-CQI)
11. If the underage drinking plan is successful, how will it be sustained? (SUSTAIN)

Format the Guide

- Chapters are organized around the 11 accountability questions
- Each chapter has “how to” guidance in addressing the accountability question
- Each chapter has a checklist to ensure that nothing was missed
- Tools, forms, worksheets available in the appendix to address each accountability question
- Example from South Carolina

Partnership and collaboration

- Partnered with JoinTogether, School of Public Health, Boston University
- They summarized the research on 10 environmental strategies
- Offered additional resources for community mobilization (Policy Panel)
- 10 environmental strategies to develop a plan to address underage drinking
- Review by 2 experts and the RAND Corporation

Environmental Strategies

- Responsible Beverage Service
- Alcohol Compliance Checks
- Happy Hour Restrictions
- Control on Alcohol Outlet Location and Density
- Sobriety/Traffic Safety Checkpoints

Environmental Strategies (Continued)

- Graduated Drivers/ Licensing Laws
- Social Host Liability Laws
- Keg Restriction
- Restricting Sales of Alcohol at Public Events
- Increasing Taxes on the Sale of Alcohol

Appendices

- Forms for planning the strategy
- Forms for how to implement the strategy
- Forms for how to evaluate the strategy
- Worked out the forms for each of the 10 strategies

What are we up against?

- New Fads

It's all in the family...

- Alcopops
- Flavored alcoholic beverages (FABs)
- Flavored malt beverages
- Ready-To-Drink beverages
- Malternatives
- Low-alcohol coolers/refreshers

“Girlie” Drinks

- Began in 1984 with the introduction of wine coolers
- Using sweet-flavored beverages (alcopops) to attract less-experienced female drinkers
- Fun, sexy, cool – less risky to drink

Risky Business

- Underage Drinking contributes to:
 - Automobile crashes (*leading cause of death among 15-24 year olds)
 - Risky sexual behavior - unintended pregnancy, STIs/STDs
 - Academic failure
 - Illicit drug use
 - Physical consequences – alcohol poisoning (death)
 - Criminal behavior – committing rape, assault, murder, etc.
 - Becoming the victim of rape, assault, robbery, murder and other violent crimes

Spykes

- A colorful and unique shot with caffeine, ginseng and guarana available in 4 “sweet-hot” flavors:
 - Spicy Lime
 - Spicy Mango
 - Hot Melons
 - Hot Chocolate
- Spykes mixes well with beer to add alcohol, caffeine and unique flavor or can also be chilled and consumed straight as a shooter or over ice.

Tooters

- Tooter Lingo Liqueurs “the **most innovative packaging** of distilled spirits produced in the last fifty years.”
 - BaMamaHama
 - Red-Diculous On The Beach
 - Yellin' MelonBalls
 - Blu-Dacious Kamikazi
 - Zipperhead
 - Ala Bama Slama
 - Lemon Drop
- For the **ultimate convenience** - included the glassware and even poured the drink. It really is *"The Party in a Tube."*



- The “Next Generation of Shots”
- **Fun** and **EXTREMELY** interactive
- In order to enjoy this flirtatious shot, you’ll need a partner. That’s right, it takes two to tango with this tasty treat. One person to “Suck” and another to “Blow”. It is the interaction of two people that make it so popular.

Surgeon General's Report

Underage alcohol use **is not inevitable**, and schools, parents and other **adults are not powerless to stop it.**

The Surgeon General's Call to Action to Reduce Underage Drinking 2007

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