

# Needs Assessment Report

Ohio's Strategic Prevention Framework – State Incentive Grant (SPF SIG)  
HAMILTON COUNTY

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## Community Profile

Hamilton County has an estimated population of 800,362. The majority of the population is Caucasian (69.7%), with a considerable African American population (25.8%). Approximately 2.0% of the population identifies as multiracial and a similar percentage (2.7%) of the county's population reports being of Hispanic or Latino origin.

English is the predominant language, with 6.4% of residents reporting that another language is spoken at home.

Among residents above 25 years of age, 87.7% have a high school diploma and 32.5% have a Bachelor's degree or higher. The high school graduation rate is similar to that of the state rate (87.4%). However, the percentage of higher education degrees in the county is considerably higher than the state rate (24.1%).

The median household income (2006-2010) is \$48,234, which is slightly above the state median of \$47,358.

The five year (2006-2010) estimated percentage of the county population below poverty level is 15.4%. This is slightly higher than the estimated state percentage (14.2%).

*Note:* Data sources include the 2011 Census and the 2006-2010 American Community Survey.

## Introduction

### **The community's biggest issue related to substance abuse:**

The results of the Hamilton County SPF SIG needs assessment process determined that high risk consumption of alcohol among 18-25 year olds is of great concern in our community. The Hamilton County SPF SIG found that nearly 72% (658/914) of 18-25 year olds reported consuming alcohol at least one or more days in the past 30 days. Moreover, 68.5% (422/616) of 18-25 year olds who consumed any alcohol in the past 30 days had at least one binge episode which is defined as having had five or more drinks on one occasion.

When young adults, ages 18-25 in Hamilton County, make the choice to drink in a high risk manner, they disregard the risk/harm of their actions. Both the 2012 Hamilton County National Outcomes Measures Survey and an analysis of Hamilton County 12<sup>th</sup> grade PRIDE Survey data (2012) found that those who engage in drinking five or more drinks on an occasion are significantly less likely to perceive risk/harm.

### **A description of the population being targeted for SPF SIG project:**

As the Hamilton County SPF SIG began the SPF process, the coalition assessed census data for Hamilton County. The eleven zip codes identified in Hamilton County as having the highest density of 18-25 while representing diverse rural, suburban and urban areas of the county were 45002, 45202, 45208, 45212, 45219, 45220, 45231, 45242, 45243, 45246, and 45248. Within this selected area, there are 23,071 18-25 year olds. Hamilton County includes four universities: The University of Cincinnati, Xavier University, the College of Mount Saint Joseph, and Cincinnati State. Although Hamilton County includes major universities, it does not represent itself as a "college town". Many students attending the universities work outside of school, commute, and include ages outside of the typical 18-22 year old college student. The young adults on the Hamilton County SPF SIG Advisory Council describe their age group as "technology dependant, multi taskers". It is not uncommon to find this age group watching TV while also checking their Facebook and Twitter accounts on their phones.

Hamilton County is made up of a culture of German, Irish, Catholics. With this cultural make up, alcohol is often found to be the primary focus of community events such as professional sporting events (the Cincinnati Bengals and the Cincinnati Reds both have stadiums in Hamilton County), church festivals, Oktoberfest, charity/fund raisers, and college events. Xavier University and the University of Cincinnati serve alcohol at sporting events.

### **Sub-target/underserved population(s) chosen for SPF SIG project:**

The Hamilton County SPF SIG will not have a sub-target/underserved population.

### **Description of sub-target/underserved population(s):**

N/A

## Recent Community Needs Assessments

**Total Number of Needs Assessments:** Four

<b>Needs Assessment:</b>	Pride Student Drug Use Survey (SDUS) (12 <sup>th</sup> Grade, Hamilton County)
<b>Year Conducted:</b>	2011
<b>Sponsoring Agency</b>	<b>Pride SDUS</b> was supported by 119 schools from across the Greater Cincinnati region. 67/119 schools were from Hamilton County. Of the 24,755 students surveyed in Hamilton County, 3,915 were 12 <sup>th</sup> graders in Hamilton County.
<b>Findings Relevant to 18-25 Year Olds:</b>	<ul style="list-style-type: none"> <li>• 38.8% of 12<sup>th</sup> graders report using in the past 30 days</li> <li>• 19.9% of 12<sup>th</sup> graders report ever having had 5 or more glasses of beer, coolers or shots of liquor within a few hours.</li> <li>• 55.7% of 12<sup>th</sup> graders report any alcohol is harmful/very harmful to their health</li> </ul>
<b>Findings Relevant to Community Readiness:</b>	None

<b>Needs Assessment:</b>	Core Alcohol and Drug Survey (Core) from University A and University B
<b>Year Conducted:</b>	2008 (University A); 2011 (University B)
<b>Sponsoring Agency</b>	The SPF SIG project in Hamilton County has three college partners. To protect the data given by the three universities, they are referred to as University A, B, and C. University A and B took the <b>Core</b> .
<b>Findings Relevant to 18-25 Year Olds:</b>	<ul style="list-style-type: none"> <li>• <b>Core Data from University A – December 2008;</b> <ul style="list-style-type: none"> <li>○ 76.3% of the students consumed alcohol in the past 30 days.</li> <li>○ 71.2% of underage students (younger than 21) consumed alcohol in the previous 30 days.</li> <li>○ 55.7% of students reported binge drinking in the previous two weeks.</li> </ul> </li> <li>• <b>Core Data from University B – March 2011</b> <ul style="list-style-type: none"> <li>○ 80.8% of the students consumed alcohol in the past 30 days.</li> <li>○ 75.7% of underage students (younger than 21) consumed alcohol in the previous 30 days.</li> <li>○ 57.8% of students reported binge drinking in the previous two weeks.</li> </ul> </li> </ul>
<b>Findings Relevant to Community Readiness:</b>	None

<b>Needs Assessment:</b>	American College Health Assessment (ACHA) survey from University B and C
<b>Year Conducted:</b>	Spring 2010 (University C); Fall 2010 (University B)
<b>Sponsoring Agency</b>	The SPF SIG project in Hamilton County has three college partners. To protect the data given by the three universities, they are referred to here as University A, B, and C. University B and C took the <b>ACHA</b>
<b>Findings Relevant to 18-25 Year Olds:</b>	<ul style="list-style-type: none"> <li>• <b>ACHA Data from University B - Fall 2010</b> <ul style="list-style-type: none"> <li>○ Any use of alcohol within the last 30 Days = 70.3% (Actual); 98.3% (Perceived Use of Peers)</li> <li>○ 24% drank 7 or more drinks the last time they partied</li> <li>○ 3.3% drank five or more drinks in a sitting within the last two weeks.</li> </ul> </li> <li>• <b>ACHA Data from University C – Spring 2010</b> <ul style="list-style-type: none"> <li>○ Any use of alcohol within the last 30 Days = 71.6% (Actual); 97.6% (Perceived Use of Peers)</li> <li>○ 32.9% drank 7 or more drinks the last time they partied</li> <li>○ 4.4% drank five or more drinks in a sitting within the last two weeks</li> </ul> </li> </ul>
<b>Findings Relevant to Community Readiness:</b>	None

<b>Needs Assessment:</b>	Greater Cincinnati Community Health Status Survey
<b>Year Conducted:</b>	Fall 2010
<b>Sponsoring Agency</b>	<b>The Greater Cincinnati Community Health Status Survey</b> is supported by the University of Cincinnati Institute for Policy and Research and the Health Foundation of Greater Cincinnati. *Statistics reported for 18-29 year olds
<b>Findings Relevant to 18-25 Year Olds:</b>	<ul style="list-style-type: none"> <li>• 60.5% having had at least one drink of any alcoholic beverage such as beer, wine, a malt beverage or liquor within in the past 30 days.</li> <li>• 31.4% were binge drinkers</li> </ul>
<b>Findings Relevant to Community Readiness:</b>	None

## Community Readiness

### **Community Readiness Assessment Used:**

Questions included on the Greater Cincinnati Survey conducted by University of Cincinnati Institute for Policy and Research, July 2011.

### **Community Readiness Assessment Conducted:**

July 2011

### **A review of the community readiness in the community, with respect to priority substance, found the following:**

For **alcohol use**, the coalition determined that the community was in the *vague awareness* stage of community readiness. Results from the Greater Cincinnati Survey (July, 2011) indicated that 76% felt that it is very/somewhat harmful for a man 18-25 years of age to consume five or more drinks or for a woman 18-25 years of age to consume four or more drinks on one occasion; 51% felt that all/most 18-25 year olds consume five or more alcoholic drinks on one occasion; 82% felt that it was very easy/easy for individuals 18-20 years of age to obtain alcoholic beverages; and 72% perceive that a lot/some more needs to be done to prevent alcohol abuse among 18-25 year olds in Hamilton County. Further, several key leaders who were interviewed indicated that they did not know how their community currently addressed high risk alcohol abuse.

### **Sharing community readiness findings in the community:**

The findings have not yet been discussed with the community.

### **Use of community readiness findings in strategic planning:**

The overall community's perception of harm is high. We will use this data combined with others to inform and enhance the readiness of the community about this population and match them to appropriate strategies.

### **Suggested strategies for strategic planning:**

When we develop our strategic plan, we will look at strategies that meet the vague awareness readiness level of our community. An example includes raising awareness that the community can do something as stated in the "Community Readiness: A Handbook for Successful Change" from the Tri-Ethnic Center. The National Institute on Drug Abuse suggests creating motivation by using media to identify and talk about the problem. A combination of these two suggestions could include a social marketing campaign.

### **Plans to evaluate strategic plan strategies:**

The strategy is to ultimately increase the overall readiness within the community. We will evaluate this by deploying new surveys and to use the data collected by others within the community. An example of an existing survey instrument would be the Greater Cincinnati Health Status Survey provided by the

Health Foundation of Greater Cincinnati and the University of Cincinnati Institute for Policy and Research.

## Individual-Level

**Based on the consumption data (30-day and age of first use) analyzed, these are the community's major concerns surrounding the problem of consumption of the priority substance:**

- 72% (658/914) of 18-25 year olds who were surveyed reported having consumed any alcoholic beverages in the past 30 days (Hamilton County National Outcome Measures Survey, 2012).
- 68.5% (422/616) of 18-25 year olds who consumed any alcohol in the past 30 days had at least one binge episode which is defined as having had five or more drinks on one occasion
- 61.6% (260/422) of 18-20 year olds reported drinking in the past 30 days. Of these 260 individuals, 168 or 64.6% had five or more drinks on at least one occasion in the past 30 days (Hamilton County National Outcome Measures Survey, 2012).

**Based on the perceptions of disapproval data (attitudes) analyzed, these are the community's major concerns regarding the attitudes surrounding consumption of the priority substance:**

The Hamilton County National Outcome Measures Survey did not ask this question.

**Based on the perceived risk/harm data analyzed, these are the community's major concerns surrounding the perceived risk/harm of consuming the priority substance:**

- There is a significant negative correlation between the perceived risk/harm and the number of times young adults in Hamilton County (ages 18-25) engaged in binge drinking (those who drank five or more drinks on an occasion are significantly less likely to perceive risk/harm). (Hamilton County National Outcome Measures Survey 2012).
- There is a significant negative correlation between perceived risk/harm and the number of times 12<sup>th</sup> graders in Hamilton County engaged in binge drinking (those who drank five or more drinks on occasion are significantly less likely to perceive risk/harm). (PRIDE Student Drug Use Survey, 2012.)
- 34.6% of young adults from University A (Core, 2008), 40.6% of young adults at University B (ACHA, 2010) and 41.2% (ACHA, 2010) of young adults at University C reported that they "did something you later regretted" as a result of their drinking despite 83.7% (763/912) of young adults believing that there is moderate/great risk when young adults drink five or more drinks once or twice a week (Hamilton County National Outcome Measures Survey 2012).

Priority Substance: Alcohol									
Data Available for Target Population									
30 Day Use									
<b>Specific Measure:</b> Think specifically about the past 30 days, including today. During the past 30 days, on how many days did you drink one or more drinks of an alcoholic beverage?									
<b>Does this measure qualify as a NOMs item?</b>					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Hamilton County National Outcome Measure Survey	2012	18-25 year olds who live, work or go to school in Hamilton County	62,890	convenience	918	914	Percent reporting use of alcohol in the past 30 days.	71.9%	Percent
Perceived Risk/Harm of Use									
<b>Specific Measure:</b> How much do people risk harming themselves physically and in other ways when they have five or more drinks of an alcoholic beverage once or twice a week?									
<b>Does this measure qualify as a NOMs item?</b>					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Hamilton County National Outcome Measure Survey	2012	18-25 year olds who live, work or go to school in Hamilton County	62,890	convenience	918	912	Percent reporting moderate risk or great risk	83.7%	Percent

## Interpersonal-Level

### **Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:**

- Those young adults who binge drink are less likely to perceive risk/harm.
- Social influence to begin and continue drinking
- High risk drinking, with disregard for the consequences, is considered socially acceptable behavior for this age group.

### **Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:**

The extent to which lack of activities/boredom is perceived by young adults as influencing their drinking behaviors.

### **Plans to collect that data and/or evidence:**

Summer 2013 Focus Groups

### **Based on the data gathered on social norms, these are the concerns around social norms that might contribute to priority substance use in the community:**

- Key Leader Interviews and Focus Group participants indicate that peer pressure, family/social acceptance, and family precedent contributes to young adult high risk alcohol use in their communities.
- Surveys, focus groups and key leader interviews indicate that young adults drink heavily, cause public disturbances, and either drive under the influence or ride as a passenger in a car with a driver who has been drinking.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
<b>Acceptance Example</b>	Two Key Leaders indicated that peer pressure, family and social acceptance, and family precedent contributes to high risk alcohol use in his community (Key Leader Interviews, 2012). Young Adults revealed the desire to be social, including wanting to fit into social groups, was the most commonly reported reason to drink alcohol. Other common reasons were enjoying drinking and to relieve stress. (Focus Groups,2012) Young Adults revealed that high risk behaviors are portrayed on social media pages further exemplifying the social norm of drinking (Focus Groups, 2012). Only 67.3% of Hamilton County 12th graders report that their parents would disapprove of alcohol use (PRIDE Student Drug Use Survey, 2012). 24.40% of Hamilton County 12th graders report that their friends would disapprove of alcohol use (PRIDE Student Drug Use Survey, 2012). Over 90% of "male" students at University B saw their drinking as central of social life (Core Survey, 2011). 52.9% of the students at Univeristy B believe that the social atmosphere on campus promotes alcohol use (Core Survey, 2011).
<b>Supporting Evidence</b>	Key Leader Interviews, 2012, Focus Groups, 2012, PRIDE Student Drug Use Survey 2012, Core Survey, 2011
<b>Rite of Passage Example</b>	5 out of 10 key leaders interviewed indicated families in their communities look at underage alcohol use as a "Rite of Passage" (Key Leader Interviews, 2012)
<b>Supporting Evidence</b>	Key Leader Interviews, 2012
<b>Multigenerational Use</b>	3 out of 10 key leaders interviewed indicated that families with alcohol issues and seeing their parents use in the home contribute to young adult high risk alcohol use in their communities (Key Leader Interviews, 2012) Friends, non-parent family members and parties were the most commonly reported introductory sources to alcohol (Focus Groups, 2012).
<b>Supporting Evidence</b>	Key Leader Interviews, 2012 Focus Groups, 2012
<b>Public Substance Use</b>	4 out of 10 key leaders indicated that public distubrbrances from alcohol use impact the health and safety of those under the influence as well as the surrounding communities (Key Leader Interviews, 2012).
<b>Supporting Evidence</b>	Key Leader Interviews, 2012

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<b>18-25 Year Old Perceptions</b>	A large majority of university students perceive that their peers are using alcohol regularly. While university students reported any use within the last 30 days at 70.3% (ACHA data from University B, 2010) and 71.6% (ACHA data from University C, 2010), 98.3% perceived use by peers as 98.3% and 97.6%, respectively. Students also perceive that certain behaviors are acceptable. 34.6% of young adults from University A (Core, 2008), 40.6% of young adults at University B (ACHA, 2010) and 41.2% (ACHA, 2010) of young adults at University C reported that they “did something you later regretted” as a result of their drinking. 26.9% of young adults at University A and 18.1% of students at University B reported that they had “driven in a car while under the influence” (Core Survey, 2008, 2010). Key leaders concurred with this view of the perceived acceptability of such behaviors, including driving under the influence (Key Leader Interviews, 2012). Young adults in focus groups reported not believing that their alcohol consumption was a problem (Focus Groups, 2012). There is a significant negative correlation between risk/harm and the number of times young adults in Hamilton County (ages 18-25) engaged in binge drinking (those who drank five or more drinks on an occasion are significantly less likely to perceive risk/harm). (Hamilton County National Outcome Measures Survey). There is a significant negative correlation between risk/harm and the number of times 12th graders in Hamilton County engaged in binge drinking (those who drank five or more drinks on occasion are significantly less likely to perceive risk/harm). (PRIDE Student Drug Use Survey, 2012.)
<b>Supporting Evidence</b>	ACHA Survey - University B and C, Core Survey, 2010, Key Leader Interviews, Focus Groups, Greater Cincinnati Survey, NOM Survey, 2012, PRIDE SDUS, 2012
<b>Culturally Acceptable</b>	N/A
<b>Supporting Evidence</b>	No Response
<b>Available in Home</b>	Young Adults reported first drinking between the ages of 14-17 years old (Focus Groups, 2012) The average age of onset for any alcohol for Hamilton County 12th graders is 14.7 (PRIDE Student Drug Use Survey, 2012). When 12th graders in Hamilton County drink, they are drinking at home or at a friend’s home (PRIDE Student Drug Use Survey, 2012).
<b>Supporting Evidence</b>	Focus Groups, 2012, PRIDE SDUS, 2012

<b>Factors Related to Social Norms That Contribute to Consumption in Your Community</b>
<b>Factor 1: Those young adults who binge drink are less likely to perceive risk/harm.</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds and their parents
<b>Who allows this?</b>
Friends, parents, relatives, families, by friends' parents
<b>When does this occur?</b>
Teenage to early college-aged years
<b>Where does this occur?</b>
Home, family, parties, friends' houses
<b>How does this occur?</b>
In a community where nearly a quarter of adults do not perceive harm in high risk drinking (GCS, 2011).
<b>Under what conditions is this allowed to happen?</b>
83.7% (763/912) of young adults believe that there is moderate/great risk when young adults drink five or more drinks once or twice a week (Hamilton County National Outcome Measures Survey) and yet, the risky actions are still occurring.
<b>Factor 2: Social influence to begin and continue drinking</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds and their parents
<b>Who allows this?</b>
Individual, friends, family
<b>When does this occur?</b>
Teenage to early college-aged years
<b>Where does this occur?</b>
Community, Homes
<b>How does this occur?</b>
Observation of parental use/abuse in the home; Social abuse of alcohol; young adults drink because they want to be social and "fit in"; friends and non-family members introduce young adults to alcohol use at a young age. Over 90% of "male" students at University B (Core Survey) saw their drinking as central of social life. 52.9% of the students believe that the social atmosphere on campus promotes alcohol use.; 80.7% of students said alcohol "breaks the ice". 84.4% heard someone else brag about alcohol use. University B (Core Survey)
<b>Under what conditions is this allowed to happen?</b>
Homes and communities where drinking is viewed as a "Rite of Passage"
<b>Factor 3: High risk drinking, with disregard for the consequences, is considered socially acceptable for this age group.</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds individually or among their peers.
<b>Who allows this?</b>
Individuals, peers, community members
<b>When does this occur?</b>
Teenage to early college-aged years.
<b>Where does this occur?</b>
Anywhere
<b>How does this occur?</b>
Social media portrays high risk drinking behaviors that are socially acceptable
<b>Under what conditions is this allowed to happen?</b>
Young adults home on holiday breaks; public disturbances; In a community where the perception of law enforcement for alcohol use is low, drivers operate vehicles under the influence and ride with individuals who have been drinking.

## Community-Level

### Retail Factors

**Retail Availability: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:**

- Perceived ease of access
- Alcohol outlet density
- Multiple access points to alcohol per outlet

**Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:**

None

**Plans to collect that data and/or evidence:**

N/A

**Based on the data gathered on retail availability, these are the concerns around retail availability that might contribute to priority substance use in the community:**

Alcohol is available from a host of alcohol outlets across Hamilton County (environmental scans). It is reportedly easy to obtain from the use of fake ID's (Focus Groups) 12<sup>th</sup> graders from Hamilton County that took The PRIDE Student Drug Use Survey in 2012 indicated that 11.1% "get" alcohol from the "store." Additionally, underage users are able to purchase alcohol without an ID (key leader interviews).

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
<b>ID Issues</b>	16.9% of 18-25 year olds reported owning a fake ID.
<b>Supporting Evidence</b>	Focus group survey
<b>Density</b>	One outlet per every 9 persons in the target population in highest density of 18-25 year olds
<b>Supporting Evidence</b>	Environmental scans
<b>Characteristics</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>Employees</b>	40.3% of 18-25 year olds reported never needing a fake ID because they could get alcohol or entry to bars and clubs without it.
<b>Supporting Evidence</b>	Focus group survey
<b>Product Placement</b>	Areas with high concentration of alcohol outlets have no segregation of sales and more than one location within the outlet displaying alcohol.
<b>Supporting Evidence</b>	Environmental scans
<b>Potential Sources for Alcohol</b>	N/A
<b>Supporting Evidence</b>	No Response
<b>Retailers</b>	N/A
<b>Supporting Evidence</b>	No Response
<b>Other (Perceived Ease of Access)</b>	32.3% of 18-25 year olds reported that a fake ID would be easy to obtain (focus group survey); 82% of 18-29 reported a perception that underage access was very easy/easy (Greater Cincinnati Survey, 2011); 29.9% of Hamilton County 12th graders say alcohol is very easy to get (PRIDE Student Drug Use Survey, 2012).
<b>Supporting Evidence</b>	Focus group survey, Greater Cincinnati Survey, 2011, PRIDE SDUS, 2012

<b>Factors Related to Retail Availability that Contribute the Most to Availability</b>
<b>Factor 1: Perceived ease of access</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds in Hamilton County
<b>Who allows this?</b>
Zoning laws, peers, family, social culture
<b>When does this occur?</b>
Anytime
<b>Where does this occur?</b>
Everywhere
<b>How does this occur?</b>
Alcohol is available from a host of alcohol outlets across Hamilton County (environmental scans). It is reportedly easy to obtain from friends, family members and from the use of fake ID use or permitted purchase for underage without ID (Focus Groups, community readiness questions on the Greater Cincinnati Survey, key-leader interviews, PRIDE Student Drug Use Survey, 2012).
<b>Under what conditions is this allowed to happen?</b>
In communities where alcohol use is socially acceptable and easily available
<b>Factor 2: Alcohol outlet density</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds in Hamilton County
<b>Who allows this?</b>
Zoning laws, consumer demand, social culture
<b>When does this occur?</b>
Anytime
<b>Where does this occur?</b>
Areas with the highest density of 18-25 year olds in Hamilton County also appear to have high alcohol outlet concentrations; one outlet per every 9 persons in the target population (environmental scans).
<b>How does this occur?</b>
Alcohol outlets were once based on population size. As populations decrease in size, the number of alcohol outlets does not change.
<b>Under what conditions is this allowed to happen?</b>
Although dense, the businesses stay open due to consumer purchases.
<b>Factor 3: Multiple access points to alcohol per outlet</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds in Hamilton County
<b>Who allows this?</b>
Alcohol permits
<b>When does this occur?</b>
Anytime
<b>Where does this occur?</b>
Areas with high concentrations of alcohol outlets which sell alcohol at more than one location within the outlet (environmental scans).
<b>How does this occur?</b>
Permitted, store layout by owner
<b>Under what conditions is this allowed to happen?</b>
No restrictions on how many locations within a store that alcohol can be made available.

## Social Availability Factors

**Social Availability: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:**

- Getting alcohol from peers
- Getting alcohol from family members, including older siblings

**Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:**

None

**Plans to collect that data and/or evidence:**

N/A

**Based on the data gathered on social availability, these are the concerns around social availability that might contribute to priority substance use in the community:**

- Alcohol consumption appears to be related to social factors, including a desire to fit in and development of a social life (Focus groups, SDUS, Community Readiness Questions on the Greater Cincinnati Survey). When young people “party” or socialize they are more apt to drink more.
- Alcohol is reportedly easy to obtain from family members and friends (Focus groups, SDUS, Key-Leader Interviews).

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
18-25 year olds getting priority substance from...	Family members and friends
Supporting Evidence	Focus groups, PRIDE Student Drug Use Survey, 2012, Key Leader Interviews
18-25 year olds attending gatherings with large amounts of the priority substance...	24% of students from University B reported drinking 7 or more drinks the last time they partied or socialized; 32.9% of students from University C reported drinking 7 or more drinks the last time they partied or socialized.
Supporting Evidence	American College Health Assessment, 2010

<b>Factors Related to Social Availability that Contribute the Most to Availability</b>
<b>Factor 1: Getting alcohol from peers</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds in Hamilton County
<b>Who allows this?</b>
Social groups
<b>When does this occur?</b>
No response
<b>Where does this occur?</b>
Parties, friends' homes, other social gatherings
<b>How does this occur?</b>
Low perceived harm of alcohol use (focus groups); easy access to alcohol (focus groups, SDUS); desire for social acceptance (focus groups, community readiness questions on the Greater Cincinnati Survey). Many 18-25 year olds report being first introduced to alcohol by a friend (30.4%).
<b>Under what conditions is this allowed to happen?</b>
A community where alcohol is socially acceptable and awareness of harm is low.
<b>Factor 2: Getting alcohol from family members</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds in Hamilton County
<b>Who allows this?</b>
Siblings, parents, secondary relatives
<b>When does this occur?</b>
Anytime alcohol is available
<b>Where does this occur?</b>
Homes and family gatherings, parties
<b>How does this occur?</b>
Young people obtain alcohol from older siblings who may be of legal age (focus groups, SDUS). Alcohol may also be obtained from parents directly or by theft (focus groups). Other sources report getting alcohol from secondary relatives like aunts/uncles or cousins (focus groups).
<b>Under what conditions is this allowed to happen?</b>
A community where alcohol is socially acceptable and awareness of harm is low.

## Promotional Factors

**Promotion: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:**

- Lack of UAD/minimum-age notices
- Plentiful advertisements

**Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:**

None

**Plans to collect that data and/or evidence:**

N/A

**Based on the data gathered on promotion, these are the concerns around promotion that might contribute to priority substance use in the community:**

- Across Hamilton County, particularly in areas close to the two major universities. The overall average number of UAD minimum age notices per outlet was less than 0.5, except in 3 communities that all had roughly 1 UAD sign per outlet (environmental scans). These observations conclude that there is a lack of minimum age notices in many alcohol outlets.
- Many alcohol outlets will promote drink specials with low cost appetizers or free food. There are no restrictions on the number of alcohol advertisements and their placement. Alcohol outlets will promote drink specials with low cost appetizers or free food to attract customers, particularly young adults. Many of the observed promotions were advertised in locations that had heavy traffic from young adults.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
<b>Local Promotion</b>	Advertisements close to local universities; Hamilton County has a large number of community festivals.
<b>Supporting Evidence</b>	Environmental scans, schedule of spring/summer festivals in Hamilton County
<b>National Promotion</b>	Movies promote binge drinking and social acceptance; numerous Super Bowl ads shown to large audience; pro alcohol messages from alcohol industry; ads that promote alcohol as sexy and fun filled
<b>Supporting Evidence</b>	Anecdotal

<b>Factors Related to Promotion that Contribute the Most to Availability</b>
<b>Factor 1: Lack of UAD/minimum-age notices</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds in Hamilton County
<b>Who allows this?</b>
Store management
<b>When does this occur?</b>
When stores are open
<b>Where does this occur?</b>
Across Hamilton County, particularly in areas close to the two major universities. The overall average number of UAD signs per outlet was less than 0.5, except in 3 communities that all had roughly 1 UAD sign per outlet (environmental scans).
<b>How does this occur?</b>
Lack of knowledge on the importance of hanging signs
<b>Under what conditions is this allowed to happen?</b>
Retailers untrained on the harms of selling to minors
<b>Factor 2: Plentiful advertisements</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds in Hamilton County
<b>Who allows this?</b>
Store management
<b>When does this occur?</b>
When stores are open or as customers walk/drive by outside of the store
<b>Where does this occur?</b>
Management couples drink specials with both free food and low cost appetizers to attract customers during athletic and special events.
<b>How does this occur?</b>
Marketing of alcohol is a profitable business.
<b>Under what conditions is this allowed to happen?</b>
There are no restrictions on the number of advertisements for alcohol and their placement.

## Pricing Factors

**Pricing: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:**

Alcoholic beverages are being sold inexpensively to the target age group

**Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:**

None

**Plans to collect that data and/or evidence:**

N/A

**Based on the data gathered on promotion, these are the concerns around pricing that might contribute to priority substance use in the community:**

Young adults are being targeted to purchase alcohol. This is done by making drinks inexpensive and selling alcohol with food in locations where young adults populate (environmental scans). Young adults socialize around recreational and professional sports and often times the pricing of alcohol during those events are reduced to attract this audience (Anecdotal).

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
<b>Drink Pricing</b>	Happy Hour Specials, drink specials with meals, drink specials prior to Bengals/Reds games, buckets of 12 oz. beers, mugs larger than a serving size, half price shots, large volume drinks are being sold inexpensively.
<b>Supporting Evidence</b>	Anecdotal, environmental scans
<b>Container Pricing</b>	No response
<b>Supporting Evidence</b>	No response

<b>Factors Related to Pricing that Contribute the Most to Availability</b>
<b>Factor 1: Alcoholic Beverages are Being Sold Inexpensively to the Target Age Group</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds
<b>Who allows this?</b>
Alcohol outlet owners
<b>When does this occur?</b>
Anytime, particularly surrounding athletic events or on the weekends
<b>Where does this occur?</b>
Primarily bars, restaurants and convenience stores
<b>How does this occur?</b>
Management lowers prices to attract customers.
<b>Under what conditions is this allowed to happen?</b>
Alcohol outlets attract young adults as a place to hang out and relax. The more consumers purchase, the higher the sales profit. Young adults socialize around recreational sports and often times the pricing of alcohol during those events are reduced to attract this audience. When alcohol is cheaper, it is drunk in excess and high-risk behaviors increase.

## Organizational-Level

### Capacities

#### **Organizations currently implementing prevention strategies for priority substance:**

There were 9 organizations that implement some form of prevention to millennials.

- Central Community Health Board of Hamilton County—Early Prevention and Intervention (EPIP)
- ASAP Center
- Xavier University
- College of Mount St. Joseph
- UMADOP
- Community Police Partnering Center
- Elementz
- University of Cincinnati
- Alcoholism Council

#### **Opportunities for SPF SIG coalition to work with these organizations:**

Many of these organizations are already partners with CFDFC or HCMHRB.

#### **Types of prevention strategies currently being implemented for the priority substance in the community:**

- Policy
- Education
- Environmental strategies
- Community-based interventions
- Information dissemination
- Other strategies

#### **Opportunities for the SPF SIG coalition to capitalize on current prevention programming to help support or buttress SPF SIG efforts:**

Many representatives from the organizations profiled are on the SPF SIG Advisory Council, or their organization works with those on the Advisory Council.

## Gaps

### **Gaps in prevention programming for the priority substance:**

Little prevention effort seemed present for the 18-25 specific age group. It appeared that more recovery services existed compared to prevention efforts.

### **Ways the SPF SIG coalition can fill these gaps:**

Gaps can be filled by specific prevention strategies that target 18-25 year olds.

## Policy-Level

**Policy issues, based on gathered data, that may contribute to consumption of the priority substance within the community:**

29.9% of Hamilton County 12<sup>th</sup> graders reported it is Very Easy to get alcohol products (2012, PRIDE Student Drug Use Survey). Focus group participants indicated it was easy to obtain alcohol underage. Focus group data also revealed a perception of weak or lackadaisical enforcement from police. Cincinnati Police Department data does not reveal a large number of violations of sales to minors (See below). Our conclusion is that individuals are drinking and obtaining alcohol underage but they are either getting it from their friends (20.5%, 2012 PRIDE Student Drug Use Survey) or they are purchasing it from alcohol outlets and not getting caught. With the amount of alcohol policies that exist, it is difficult for law enforcement to adequately enforce these policies in every alcohol outlet.

Policy		Number of Infractions (arrests, etc.)				
Policy Level: State, local or IHE	Description	2007	2008	2009	2010	2011
State, Local	LIQ/SALE TO MINOR	66	70	54	93	57

Note: Consequence data from Cincinnati Police Department

The excise tax on alcoholic beverages in the state of Ohio is lower than the United States average. The United States average alcohol excise tax rate is .278 for beer. The United States average alcohol excise tax rate for wine is .79. The excise tax on alcoholic beverages in the state of Ohio is lower than the United States average with .18 for beer and .30 for wine. (Center for Science in the Public Interest, 2009). In its 2003 report to the U.S. Congress Reducing Underage Drinking: A Collective Responsibility, the National Academy of Sciences states that “raising excise tax rates, and hence prices, is a strategy that has strong and well-documented prevention effects on underage drinking.” As a proven prevention strategy, the Hamilton County SPF SIG Advisory Council would like to set a long term goal of following the legislative process to increase the excise sales tax on alcoholic beverages in the state of Ohio.

<b>Factors Related to Policy Issues That Contribute to Consumption in Your Community</b>
<b>Factor 1: Inability to adequately enforce all alcohol policies (e.g. underage sales to minors)</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds
<b>Who allows this?</b>
Personal regulation of behavior, lack of law enforcement resources to enforce alcohol policies in every community.
<b>When does this occur?</b>
Anytime. It is perceived that law enforcement officers prioritize crimes committed (Focus Groups).
<b>Where does this occur?</b>
Communities within Hamilton County and local colleges
<b>How does this occur?</b>
Large number of individuals to enforce behavior upon.
<b>Under what conditions is this allowed to happen?</b>
There appears to be an inability of law enforcement to regulate all alcohol related policies due to lack of presence or resources. This is reflected in perceptions about the effectiveness of alcohol enforcement (Focus groups), but these violations may be overlooked compared to other crimes (Focus Groups). Police data does not show an alarming number of sales to underage individuals. This could be attributed to the number of alcohol outlets in Hamilton County and the amount of resources it would take to enforce underage sales in each establishment.
<b>Factor 2: The excise tax on alcoholic beverages in the state of Ohio is lower than the United States average.</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds
<b>Who allows this?</b>
The Department of Taxation is responsible for the administration of the taxes on beer, wine, and mixed beverages.
<b>When does this occur?</b>
Each time an alcoholic beverage is purchased
<b>Where does this occur?</b>
Establishments where liquor is sold
<b>How does this occur?</b>
The process of increasing excise tax on alcoholic beverages is a legislative process.
<b>Under what conditions is this allowed to happen?</b>
The United States average alcohol excise tax rate is .278 for beer. The United States average alcohol excise tax rate for wine is .79. The excise tax on alcoholic beverages in the state of Ohio is lower than the United States average with .18 for beer and .30 for wine. (Center for Science in the Public Interest, 2009).
A Position Paper coordinated through the Drug Free Action Alliance included, "In its 2003 report to the U.S. Congress Reducing Underage Drinking: A Collective Responsibility, the National Academy of Sciences states that "raising excise tax rates, and hence prices, is a strategy that has strong and well-documented prevention effects on underage drinking." Frequency and quantity of underage alcohol consumption is inversely related to the price of alcohol. In a survey of self-reported responses, high school students admit to reducing their overall alcohol use because of price increases. Higher beer taxes are associated with lower rates of traffic fatalities, a leading cause of death among youth. For every one percent increase in the price of beer, the traffic fatality rate declines by 0.9 percent.
<u>Drug Free Action Alliance paper sites the following sources.</u>
14 Cook, P.J. & Moore, M.J. (2002). The economics of alcohol abuse and alcohol-control policies. Health Affairs. 21(2):120-133.
Grossman, et al. (1994). Effects of alcohol price policy on youth: A summary of economic research. Journal of Research on Adolescence. 4(2):347-364. Cook, P.J. & Moore, M.J. (1993). Drinking and schooling. Journal of Health Economics. 12:411-429.
Lockhart, et al. (1993). Impact of higher alcohol prices on alcohol-related attitudes and perceptions of suburban, middleclass youth. Journal of Youth and Adolescence. 22(4):441-454.
Ruhm, C.J. (1996). Alcohol policies and highway vehicle fatalities. Journal of Health Economics. 15(4):435-454.

## Cultural Competence

### Millennials (Generation Next)

#### Prevention Programming:

- **These prevention programs are offered to Millennials by the following group(s):**
  - Central Community Health Board of Hamilton County—Early Prevention and Intervention (EPIP)
  - ASAP Center
  - Xavier University
  - College of Mount St. Joseph
  - UMADOP
  - Community Police Partnering Center
  - Elementz
  - University of Cincinnati
  - Alcoholism Council
  
- **These programs do not specifically target Millennials, but could potentially reach them or be modified:**

The work of substance abuse prevention for local community coalitions in Hamilton County as identified member coalitions within CDFGC. These community coalitions are located in Norwood, Terrace Park, Anderson, Colerain, Cleves/Harrison, Walnut Hills, and Blue Ash.
  
- **Sources for program information:**

Community organizations

**Expertise:**

<b>Individuals with Expertise Working with Millennials</b>		
<b>Name</b>	<b>Agency</b>	<b>Contact Information</b>
Cassandra Robinson	Community Police Partnering Center	(513) 559-5586
Sandra Driggins-Smith	EPIP	(513) 559-2000
Mary Francis	ASAP Center	(513) 458-6606
Dr. Shelly Madison Jebens	Xavier University	(513) 745-3022
Patsy Schwaiger Willig	College of Mt. St. Joseph	(513) 244-4371
Daniel Cummins	University of Cincinnati	(513) 556-6814
Bari Ewing	Cincinnati State College	(513) 569-1828
Rina Wallace	UMADOP	(513) 541-7099
Derek Peebles	Elementz	(513) 721-5800
Cameron Foster	Alcoholism Council	(513) 281-7880

- **Ways local expertise can be tapped into for the SPF SIG process:**  
Several of these people are on the SPF SIG Advisory Council or work closely with someone on that committee.
- **Sources for expertise information:**  
Survey of community organizations

**Gaps:**

- **Perceived gaps in prevention programming for Millennials:**  
The perceived gaps in prevention are programs specifically targeted to 18-25 year olds to understand the harms and consequences of illegal use for 18-20 year olds and high risk use for 21-25 year olds.
- **Ways these gaps were identified:**  
Focus group with prevention professionals, survey of community organizations
- **Ways to close these gaps:**  
Educate and provide resources that would share a common message.

### **Sub-Target/Underserved Population**

- Hamilton County SPF SIG does not have a sub-target/underserved population.

## Appendix I: Individual-Level Data Collection

The Hamilton County SPF SIG Coalition was asked in the summer of 2012 to measure outcomes set forth by the United States Department of Health and Human Services, Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Substance Abuse Prevention (CSAP). The measures are referred to as the National Outcome Measures (NOMs) and include the tracking of 18-25 year olds 30 Day Use of Alcohol, Age of First Use (Alcohol), Perceived Risk/Harm of Use of Alcohol, and Disapproval of Substance Use (Alcohol). Although the Coalition tracks these measures through several surveys, the specific wording of the questions had to be exact to match Community Outcomes (COM) Reporting for all SPF SIG communities in Ohio. All SPF SIG communities were asked to measure at least one NOM for the purposes of this project. Simultaneously, each coalition must design a structure in which the NOM can be measured on a yearly basis throughout the life of the grant and sustainable in the future.

Hamilton County created a survey referred throughout this document as the Hamilton County National Outcome Measure Survey, 2012 (NOM Survey). The survey is a 14 question survey asking the NOM 30 Day Use question and the NOM Perceived Risk/Harm question. Additionally, we asked the binge drinking question to determine how many days respondents had 5 or more drinks on an occasion. Of the 14 questions, 11 were demographic questions, two were NOM questions (30 Day Use and Perceived Risk/Harm of Use), and 1 was a question on binge drinking defined as “more than 5 drinks on an occasion”.

The questions included:

NOM (30 Day Use): Think specifically about the past 30 days, including today. During the past 30 days, on how many days did you drink one or more drinks of an alcoholic beverage?

NOM (Perceived Risk/Harm of Use): How much do people risk harming themselves physically and in other ways when they have five or more drinks of an alcoholic beverage once or twice a week?

Binge Drinking Question: A standard drink is...4 oz. glass of wine or 12 oz. beer or 1 oz. hard liquor which is equal to 1 straight/mixed drink. Additionally, 1 pitcher = 6 drinks. Think specifically about the past 30 days, including today. During the past 30 days, on how many days did you have more than 5 drinks on an occasion?

The NOM questions were distributed via Survey Monkey to coalition partners who shared email lists of 18-25 year olds. The survey was promoted on websites, Facebook pages, Twitter, and LinkedIn. A paper survey was distributed across Hamilton County at identified locations within the 11 target zip codes. Several survey responses were collected through a marketing study and two questions were included in the University of Cincinnati Institute for Policy and Research survey, Greater Cincinnati Survey. In total, Hamilton County collected 918 surveys from the 18-25 year old population.

## Appendix II: Organizational-Level Assessment

<b>Agency Name:</b>	ASAP Center	<b>Contact:</b>	Mary Francis
<b>Address:</b>	3805 Edwards Rd., Cincinnati 45202		
<b>Phone:</b>	(513) 458-6606	<b>Email:</b>	mfrancis@asapcenter.org
<b>Resource Type:</b>	Practice		
<b>Resource Name:</b>	No response		
<b>Resource Description:</b>	Community (grassroots) prevention support		
<b>Target Population:</b>	General public with specific focus on equipping volunteers to do prevention activities.		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	No response		
Community	No response		
School	No response		
Individual/Peer	No response		
<b>Implementing Agency:</b>	No response		
<b>Number Reached Annually:</b>	No response		
<b>Duration:</b>	No response		
<b>Frequency:</b>	No response		
<b>Prevention Strategies Utilized:</b>			
Education		Problem Identification and Referral	
Environmental Strategies		Information Dissemination	
Alternative Activities		Other (Supports all of the above through grants & TA. Don't offer direct services.)	<b>X</b>
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance		Other	
Satisfaction			
<b>Evidence-Based:</b>	No response		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	Yes	<b>If 'yes', describe below:</b>	
Very effective. See 10 year report for data (on website, www.asapcenter.org).			
<b>Geographical Area Served:</b>	20 counties around Cincinnati		
<b>Culturally Competent:</b>	No response	<b>If 'yes', describe below:</b>	
No response			

<b>Agency Name:</b>	Xavier University	<b>Contact:</b>	Dr. Shelly Madison Jebens
<b>Address:</b>	3800 Victory Pkwy., Cincinnati 45207		
<b>Phone:</b>	(513) 745-3022	<b>Email:</b>	madisons@xavier.edu
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	Alcohol & Other Drug Prevention Campaign		
<b>Resource Description:</b>	<p>Minimize the impact that AOD use has on student safety, success and well-being. For the past two years, Xavier has utilized a coalition of knowledgeable campus and community stakeholders to design and implement an AOD Prevention Campaign. The AOD Prevention Campaign will not only enhance academic success and student well-being but will also support our mission and uphold our institutional priorities. The campus community will be a safer place for students to learn and develop into mature and responsible young adults. Moreover, the AOD prevention plan preserves the University's commitment to educating the whole person in a caring environment as a hallmark of Xavier's Jesuit heritage and ideals. After a thorough review of the AOD prevention literature and current AOD efforts at benchmark universities, the AOD prevention coalition agreed to implement the Environmental Management Approach. The U.S. Department of Education and Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention explain that Environmental Management (EM) is a comprehensive public-health model grounded in the Social Ecological theory of behavior change. EM not only includes prevention/intervention programs for individuals but also targets campus and community environmental risk factors that contribute to AOD abuse, misuse and violence.</p> <p>AOD Prevention Objectives—(1) Decrease the frequency of AOD related academic problems and attrition rates, (2) Decrease the quality of drug and alcohol related disciplinary infractions, (3) Decrease the frequency and severity of AOD related medical emergencies and injuries, and (4) Decrease the frequency of AOD related physical and sexual acts of violence and crime.</p>		
<b>Target Population:</b>	Undergraduates aged 18-25 years old		

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Causal Factors Targeted:			
Social Availability		Community Norms	
Retail Availability		Individual Factors	
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
Risk/Protective Factors Targeted:			
Family	No response		
Community	No response		
School	No response		
Individual/Peer	No response		
Implementing Agency:	No response		
Number Reached Annually:	No response		
Duration:	No response		
Frequency:	Daily		
Prevention Strategies Utilized:			
Education	X	Problem Identification and Referral	X
Environmental Strategies	X	Information Dissemination	X
Alternative Activities	X	Other	
Community-Based Process			
Type of Implementation Data Collected:			
Attendance	X	Other (Knowledge, attitudes & behavior change data collected)	X
Satisfaction			
Evidence-Based:	No response		
Agency List Containing the Program:			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
Has Implementing Agency Evaluated Outcomes:	No response	If 'yes', describe below:	
Geographical Area Served:	Xavier University students		
Culturally Competent:	No response	If 'yes', describe below:	

<b>Agency Name:</b>	College of Mt. St. Joseph	<b>Contact:</b>	Patsy Schwaiger Willig
<b>Address:</b>	5701 Delhi Rd., Cincinnati 45233		
<b>Phone:</b>	(513) 244-4371	<b>Email:</b>	patsy-schwaiger@mail.msje.edu
<b>Resource Type:</b>	Program/Policy		
<b>Resource Name:</b>	No response		
<b>Resource Description:</b>	Our college campus has AOD policies in place regarding use of alcohol and other drugs on campus for both students & employees. Alcohol is prohibited for underage students, but students over age of 21 are permitted to have alcohol in residence halls. This is strictly enforced by campus police. Alcohol is prohibited at campus events, except for a spring music fest – 2 drinks allowed per student of age – again, strictly enforced. Our programming is not formal; however we do conduct AOD education sessions for floors of residence halls and we have a program prior to spring break week in March. We have not assessed any programming.		
<b>Target Population:</b>	College population, primarily 18-26 year olds. About 1/3 of those students live on campus. Our alcohol, tobacco and other drug committee is a new committee (college-wide) and membership is a cross-section of campus.		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	No response		
Community	No response		
School	No response		
Individual/Peer	No response		
<b>Implementing Agency:</b>	No response		
<b>Number Reached Annually:</b>	No response		
<b>Duration:</b>	Ongoing		
<b>Frequency:</b>	Informal programs offered at least one time a semester.		
<b>Prevention Strategies Utilized:</b>			
Education	<b>X</b>	Problem Identification and Referral	
Environmental Strategies		Information Dissemination	
Alternative Activities		Other	
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance		Other	
Satisfaction			
<b>Evidence-Based:</b>	No response		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	Yes	<b>If 'yes', describe below:</b>	
We did a CORE survey in 2008 and are deliberating another in fall 2012.			
<b>Geographical Area Served:</b>	College of Mt. St. Joseph		
<b>Culturally Competent:</b>	No response	<b>If 'yes', describe below:</b>	
No response			

<b>Agency Name:</b>	UMADOP	<b>Contact:</b>	Rina Wallace
<b>Address:</b>	3805 Edwards Rd., Cincinnati 45202		
<b>Phone:</b>	(513) 541-7099	<b>Email:</b>	rwallace23@fuse.net
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	No response		
<b>Resource Description:</b>	Offer prevention & education. Treatment program for alcohol & other drugs. Outpatient intensive groups: counseling, case management, crisis intervention. Programs are abstinence based. Work to maintain and retain sobriety.		
<b>Target Population:</b>	Population includes children to old age. Work with men who have been incarcerated for drug activities and support them in not relapsing. Serve the under-served family/individual.		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	No response		
Community	No response		
School	No response		
Individual/Peer	No response		
<b>Implementing Agency:</b>	No response		
<b>Number Reached Annually:</b>	No response		
<b>Duration:</b>	Ongoing		
<b>Frequency:</b>	No response		
<b>Prevention Strategies Utilized:</b>			
Education	X	Problem Identification and Referral	
Environmental Strategies	X	Information Dissemination	
Alternative Activities		Other (Help find jobs & housing)	X
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance		Other	
Satisfaction	X		
<b>Evidence-Based:</b>	No response		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	Yes	<b>If 'yes', describe below:</b>	
Pre/Post test & NOMS			
<b>Geographical Area Served:</b>	All of Greater Cincinnati		
<b>Culturally Competent:</b>	No response	<b>If 'yes', describe below:</b>	
No response			

<b>Agency Name:</b>	St. Ursula Academy	<b>Contact:</b>	Sara Utecht
<b>Address:</b>	1339 E. McMillan, Cincinnati 45206		
<b>Phone:</b>	(513) 961-3410 ext. 127	<b>Email:</b>	suthecht@saintursula.org
<b>Resource Type:</b>	Policy		
<b>Resource Name:</b>	No response		
<b>Resource Description:</b>	Strict alcohol policy including disciplinary action in place, advisories (homerooms) will discuss alcohol in the media, in high school, and peer pressure. Also, students must take a breathalyzer at dances, sports, and a required health class discusses topics about alcohol and drinking and driving. Also, St. Ursula Academy can make referrals to any student who has a problem with drinking and that way can receive help.		
<b>Target Population:</b>	High school students attending St. Ursula Academy		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	No response		
Community	No response		
School	No response		
Individual/Peer	No response		
<b>Implementing Agency:</b>	No response		
<b>Number Reached Annually:</b>	680 high school girls		
<b>Duration:</b>	Ongoing		
<b>Frequency:</b>	Several times a year		
<b>Prevention Strategies Utilized:</b>			
Education		Problem Identification and Referral	
Environmental Strategies		Information Dissemination	
Alternative Activities		Other (We do not use a specific program but rather an open honest approach to prevention.)	<b>X</b>
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance		Other	
Satisfaction			
<b>Evidence-Based:</b>	No response		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	No response	<b>If 'yes', describe below:</b>	
No response			
<b>Geographical Area Served:</b>	Tri-state		
<b>Culturally Competent:</b>	No response	<b>If 'yes', describe below:</b>	
No response			

<b>Agency Name:</b>	Community Police Partnering Center	<b>Contact:</b>	Cassandra Robinson
<b>Address:</b>	3458 Reading Rd., Cincinnati 45229		
<b>Phone:</b>	(513) 559-5586	<b>Email:</b>	crobinson@gcul.org
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	SARA		
<b>Resource Description:</b>	Facilitate the SARA problem-solving model in the community.		
<b>Target Population:</b>	After-school activities for graduate and high school students		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	No response		
Community	No response		
School	No response		
Individual/Peer	No response		
<b>Implementing Agency:</b>	No response		
<b>Number Reached Annually:</b>	No response		
<b>Duration:</b>	No response		
<b>Frequency:</b>	No response		
<b>Prevention Strategies Utilized:</b>			
Education	<b>X</b>	Problem Identification and Referral	
Environmental Strategies	<b>X</b>	Information Dissemination	<b>X</b>
Alternative Activities		Other	
Community-Based Process	<b>X</b>		
<b>Type of Implementation Data Collected:</b>			
Attendance		Other (6 schools, Peace Builders program, Youth Council)	<b>X</b>
Satisfaction			
<b>Evidence-Based:</b>	No response		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	No response	<b>If 'yes', describe below:</b>	
No response			
<b>Geographical Area Served:</b>	Cincinnati		
<b>Culturally Competent:</b>	No response	<b>If 'yes', describe below:</b>	
No response			

<b>Agency Name:</b>	Elementz	<b>Contact:</b>	Derek Peebles
<b>Address:</b>	1599 Central Pkwy, Cincinnati 45214		
<b>Phone:</b>	(513) 721-5800	<b>Email:</b>	dpeebles@elementz.org
<b>Resource Type:</b>	Practice		
<b>Resource Name:</b>	No response		
<b>Resource Description:</b>	Urban arts, hip-hop, audio recording, dance, street art		
<b>Target Population:</b>	No response		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	No response		
Community	No response		
School	No response		
Individual/Peer	No response		
<b>Implementing Agency:</b>	No response		
<b>Number Reached Annually:</b>	No response		
<b>Duration:</b>	No response		
<b>Frequency:</b>	5 days per week		
<b>Prevention Strategies Utilized:</b>			
Education	<b>X</b>	Problem Identification and Referral	
Environmental Strategies		Information Dissemination	
Alternative Activities	<b>X</b>	Other	
Community-Based Process	<b>X</b>		
<b>Type of Implementation Data Collected:</b>			
Attendance		Other	
Satisfaction			
<b>Evidence-Based:</b>	No response		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	No response	<b>If 'yes', describe below:</b>	
No response			
<b>Geographical Area Served:</b>	Cincinnati		
<b>Culturally Competent:</b>	No response	<b>If 'yes', describe below:</b>	
No response			

<b>Agency Name:</b>	University of Cincinnati	<b>Contact:</b>	Daniels Cummins
<b>Address:</b>	2600 Clifton Ave., Cincinnati 45219		
<b>Phone:</b>	(513) 458-6606	<b>Email:</b>	daniel.cummins@uc.edu
<b>Resource Type:</b>	Program/Policy/Practice		
<b>Resource Name:</b>	Office of University Judicial Affairs, Friday Night Live		
<b>Resource Description:</b>	Adjudicates rules and regulations, Friday Night Live provides alternative alcohol events. Pro-active education, law enforcement policy enforcement		
<b>Target Population:</b>	All students at University of Cincinnati		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	No response		
Community	No response		
School	No response		
Individual/Peer	No response		
<b>Implementing Agency:</b>	No response		
<b>Number Reached Annually:</b>	No response		
<b>Duration:</b>	Ongoing		
<b>Frequency:</b>	No response		
<b>Prevention Strategies Utilized:</b>			
Education	<b>X</b>	Problem Identification and Referral	
Environmental Strategies		Information Dissemination	
Alternative Activities	<b>X</b>	Other	
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance		Other	
Satisfaction			
<b>Evidence-Based:</b>	No response		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	No response	<b>If 'yes', describe below:</b>	
No response			
<b>Geographical Area Served:</b>	Clifton, CUF, Cincinnati, Ohio, U.S., UC community		
<b>Culturally Competent:</b>	No response	<b>If 'yes', describe below:</b>	
No response			

<b>Agency Name:</b>	Alcoholism Council	<b>Contact:</b>	Cameron Foster
<b>Address:</b>	2828 Vernon Place, Cincinnati		
<b>Phone:</b>	(513) 281-7880	<b>Email:</b>	cameronfs@aol.com
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	Substance Abuse Risk Reduction Program (SARRP)		
<b>Resource Description:</b>	Educates about biological health risk factors and then about lifestyle changes that can be made to steer them in the right path and make better choices.		
<b>Target Population:</b>	No response		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	No response		
Community	No response		
School	No response		
Individual/Peer	No response		
<b>Implementing Agency:</b>	No response		
<b>Number Reached Annually:</b>	No response		
<b>Duration:</b>	No response		
<b>Frequency:</b>	Once a week for 10 weeks		
<b>Prevention Strategies Utilized:</b>			
Education	<b>X</b>	Problem Identification and Referral	
Environmental Strategies		Information Dissemination	
Alternative Activities		Other	
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance		Other	
Satisfaction			
<b>Evidence-Based:</b>	No response		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	No response	<b>If 'yes', describe below:</b>	
No response			
<b>Geographical Area Served:</b>	Hamilton County		
<b>Culturally Competent:</b>	No response	<b>If 'yes', describe below:</b>	
No response			

<b>Agency Name:</b>	Lighthouse Youth Services – Lighthouse on Highland	<b>Contact:</b>	Roland Kocsis
<b>Address:</b>	Highland Avenue, Cincinnati		
<b>Phone:</b>	(513) 569-9500	<b>Email:</b>	No response
<b>Resource Type:</b>	Policy		
<b>Resource Name:</b>	Lighthouse Youth Services		
<b>Resource Description:</b>	While residing at shelter not grounds to kick them out.		
<b>Target Population:</b>	18-25 year olds who are homeless		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	No response		
Community	No response		
School	No response		
Individual/Peer	No response		
<b>Implementing Agency:</b>	No response		
<b>Number Reached Annually:</b>	No response		
<b>Duration:</b>	6-8 weeks		
<b>Frequency:</b>	No response		
<b>Prevention Strategies Utilized:</b>			
Education		Problem Identification and Referral	
Environmental Strategies		Information Dissemination	
Alternative Activities		Other	
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance		Other	
Satisfaction			
<b>Evidence-Based:</b>	No response		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	No response	<b>If 'yes', describe below:</b>	
No response			
<b>Geographical Area Served:</b>	No response		
<b>Culturally Competent:</b>	No response	<b>If 'yes', describe below:</b>	
No response			

<b>Agency Name:</b>	Coney Island	<b>Contact:</b>	Mike Howard
<b>Address:</b>	6201 Kellogg Avenue, Cincinnati		
<b>Phone:</b>	(513) 624-1475	<b>Email:</b>	mhoward@coneyislandpark.org
<b>Resource Type:</b>	Practice		
<b>Resource Name:</b>	No response		
<b>Resource Description:</b>	For employees, who would be our target population, we do alcohol training for each alcohol attendant. We train them on how to recognize if a person has had too much and how to check IDs.		
<b>Target Population:</b>	Employees of Coney Island		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	No response		
Community	No response		
School	No response		
Individual/Peer	No response		
<b>Implementing Agency:</b>	No response		
<b>Number Reached Annually:</b>	No response		
<b>Duration:</b>	No response		
<b>Frequency:</b>	No response		
<b>Prevention Strategies Utilized:</b>			
Education		Problem Identification and Referral	
Environmental Strategies		Information Dissemination	
Alternative Activities		Other	
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance		Other	
Satisfaction			
<b>Evidence-Based:</b>	No response		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	No response	<b>If 'yes', describe below:</b>	
No response			
<b>Geographical Area Served:</b>	No response		
<b>Culturally Competent:</b>	No response	<b>If 'yes', describe below:</b>	
No response			

<b>Agency Name:</b>	City Gospel Mission	<b>Contact:</b>	Chris Bryant
<b>Address:</b>	1419 Elm St., Cincinnati 45202		
<b>Phone:</b>	(513) 621-2873	<b>Email:</b>	contact@gospelmission.org
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	No response		
<b>Resource Description:</b>	We have no active prevention programs. We do provide our clients with housing up to 12 months, no minimum stay. We encourage that our clients in the recovery programs find employment. We assist with this by a referral process.		
<b>Target Population:</b>	Our target population is homeless men and women.		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	No response		
Community	No response		
School	No response		
Individual/Peer	No response		
<b>Implementing Agency:</b>	No response		
<b>Number Reached Annually:</b>	No response		
<b>Duration:</b>	No response		
<b>Frequency:</b>	Our program is offered every day. Anyone who wants to participate in the recovery program is admitted into the residential addiction recovery program.		
<b>Prevention Strategies Utilized:</b>			
Education	<b>X</b>	Problem Identification and Referral	
Environmental Strategies	<b>X</b>	Information Dissemination	<b>X</b>
Alternative Activities		Other	
Community-Based Process	<b>X</b>		
<b>Type of Implementation Data Collected:</b>			
Attendance		Other	
Satisfaction			
<b>Evidence-Based:</b>	No response		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	Yes	<b>If 'yes', describe below:</b>	
We collect data on our effectiveness but it is very vague. We strive to track success with our intake forms.			
<b>Geographical Area Served:</b>	We serve anyone who comes to us. There is no restriction based on demographics. The person can be from any part of the country and we will provide them with a service.		
<b>Culturally Competent:</b>	No response	<b>If 'yes', describe below:</b>	
No response			

<b>Agency Name:</b>	Urban League of Greater Cincinnati	<b>Contact:</b>	Dorothy Smoot
<b>Address:</b>	3458 Reading Rd., Cincinnati 45229		
<b>Phone:</b>	(513) 281-9955	<b>Email:</b>	dsmoot@gcul.org
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	No response		
<b>Resource Description:</b>	Not a specific program; have a program that increase resiliency of elementary students and high school students		
<b>Target Population:</b>	Any youth who attend Woodward High School. High concentration in Bond Hill, no less than 75% demographics.		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	<b>X</b>
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	No response		
Community	No response		
School	No response		
Individual/Peer	No response		
<b>Implementing Agency:</b>	No response		
<b>Number Reached Annually:</b>	No response		
<b>Duration:</b>	Afterschool four days a week, Monday – Thursday.		
<b>Frequency:</b>	No response		
<b>Prevention Strategies Utilized:</b>			
Education	<b>X</b>	Problem Identification and Referral	
Environmental Strategies	<b>X</b>	Information Dissemination	<b>X</b>
Alternative Activities	<b>X</b>	Other	
Community-Based Process	<b>X</b>		
<b>Type of Implementation Data Collected:</b>			
Attendance		Other	
Satisfaction			
<b>Evidence-Based:</b>	No response		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	No response	<b>If 'yes', describe below:</b>	
No response			
<b>Geographical Area Served:</b>	Woodward High School		
<b>Culturally Competent:</b>	No response	<b>If 'yes', describe below:</b>	
No response			

<b>Agency Name:</b>	Central Community Health Board of Hamilton County – Early Prevention and Intervention (EPIP)	<b>Contact:</b>	Sandra Driggins-Smith
<b>Address:</b>	523 Maxwell Ave., Cincinnati 45219		
<b>Phone:</b>	(513) 559-2000	<b>Email:</b>	sdriggins-smith@cchbinc.com
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	No response		
<b>Resource Description:</b>	Support groups for ages that focus on the practice of men having sex with men (MSM). 18-25 year olds are a high-risk age group for this behavior and also using alcohol at a high-risk use. Prevention messages of alcohol use and drugs also increases risk for HIV/AIDS, so we focus on the impact of the substance abuse with HIV/AIDS.		
<b>Target Population:</b>	Our target population are all ages. For example (1) Good touch/bad touch in preschools/kindergartens, (2) prevention education for older adults, (3) D-UP program African American focused 18-35 year olds MSM		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	No response		
Community	No response		
School	No response		
Individual/Peer	No response		
<b>Implementing Agency:</b>	No response		
<b>Number Reached Annually:</b>	No response		
<b>Duration:</b>	D-UP is a yearly program and DIVA is on a weekly basis (reach out to local hair salon business and barber shops).		
<b>Frequency:</b>	No response		
<b>Prevention Strategies Utilized:</b>			
Education	<b>X</b>	Problem Identification and Referral	
Environmental Strategies	<b>X</b>	Information Dissemination	<b>X</b>
Alternative Activities		Other	
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance		Other	
Satisfaction			
<b>Evidence-Based:</b>	No response		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	Yes	<b>If 'yes', describe below:</b>	
We collect self-report data, evaluations provide feedback. Collect pre/post test during our education sessions.			
<b>Geographical Area Served:</b>	We serve all communities in Cincinnati, E. Walnut Hills, Mt. Auburn, West End, OTR. Basically the entire Hamilton County but our focus is on the “hotspots” in Cincinnati. We also focus on the businesses where our population may frequent (i.e. hair salon, barber shops, etc.). This program is called the DIVA program.		
<b>Culturally Competent:</b>	No response	<b>If 'yes', describe below:</b>	
No response			

## Appendix II: Additional Policy Level Information

Policy	
Policy Level: State, local or IHE	Description
State (Ohio Revised Code)	<ul style="list-style-type: none"> <li>• Must be 21 to purchase alcohol</li> <li>• Prohibited from distributing to minors</li> <li>• Prohibited from having an open container in public places</li> <li>• Using a fake ID</li> <li>• Prohibited from allowing a minor to consume alcohol on your property</li> <li>• Prohibited from operating a motor vehicle under the influence</li> <li>• Keeping public peace</li> <li>• Disorderly conduct</li> <li>• Failure to disperse</li> <li>• Must be 19 to handle, serve or sell alcohol</li> <li>• Possible suspension from state-funded colleges for OVI offenses</li> <li>• Student violators may also loose state-funded financial aid for up to two years</li> </ul>
State (Ohio Administrative Code)	Temporary alcohol permit holders are not required to obtain training on serving alcohol.

Focus Group Data	
Question	Highlighted Results
Suspension/probation at school/work as a result of alcohol use?	Participants reported having faced suspension/probation from work or school as a result of alcohol use.
Suspension/probation at school/work as a result of alcohol use?	Participants reported having been arrested while under the influence of alcohol (11%).
Experienced blackouts as a result of alcohol use?	Participants reported blacking out as a result of alcohol use.
Ever driven under the influence of alcohol?	Participants reported having operated a motor vehicle under the influence of alcohol.
How well do you feel the law enforces the legal consequences of alcohol misuse?	Participants reported feeling like enforcement is weak (statements included "poor," "not very well," "not good enough," "it's lackadaisical").

Note: Qualitative consequence data from Winter 2012 Focus Groups