

# Needs Assessment Report

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

Prepared by:  
Voinovich School of Leadership and Public Affairs at Ohio University  
Building 21, The Ridges  
Athens, OH 45701

University of Cincinnati Evaluation Services Center  
3150 One Edwards Center  
Cincinnati, Ohio 45221-0105

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## Community Profile

Lorain County has an estimated population of 301,614. The population is predominantly Caucasian (87.1%), with a modest African American population (8.9%). Approximately 2.5% of the population identifies as multiracial. A modest percentage (8.4%) of the county's population reports being of Hispanic or Latino origin.

English is the predominant language, with 7.8% of residents reporting that another language is spoken at home.

Among residents above 25 years of age, 88.5% have a high school diploma and 20.6% 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 lower than that of the state (24.1%).

The median household income (2006-2010) is \$52,066, which is above the state median of \$47,358.

The five year (2006-2010) estimated percentage of the county population below poverty level is 13.1%. This is similar to 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:**

In Lorain County alcohol is the prevalent substance of abuse with 80% of Lorain County young adult residents ages 18-25 responding it is a "serious" problem as reported in The Lorain County Needs Assessment. The Lorain County Young Adult (YAADA) survey supports these findings by reporting that more than half, 57% of Lorain County young adult residents ages 18-25 responded to having had at least one alcoholic beverage during the past thirty days. Lorain County will focus on alcohol.

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

The target population for our county-wide project will focus on young adults between the ages of 18-25 who engaged in high risk alcohol use. Lorain County is a mix of urban and rural communities. Its two largest cities are Lorain and Elyria. They are the hardest hit by unemployment, poverty, and traditional inner-city problems. A majority of our African American and Hispanic/Latino families reside in the cities of Lorain and Elyria. In 2009, the American Community survey found Lorain County has approximately 29,758 individuals between the ages of 18-25, representing 10% of the county's total population of 301,614. The target population for Lorain County is all 18-25 year-olds in the county.

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

Lorain County will not be implementing the SPF with a sub-target/underserved population.

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

N/A

## Recent Community Needs Assessments

**Total Number of Needs Assessments: One**

<b>Needs Assessment:</b>	Lorain County Health Assessment
<b>Year Conducted:</b>	2010
<b>Sponsoring Agency</b>	Lorain County Health Partners
<b>Findings Relevant to 18-25 Year Olds:</b>	<ul style="list-style-type: none"> <li>39% of those who drink reported they had five or more alcoholic drinks on an occasion in the last month and would be considered binge drinkers by definition</li> <li>In 2011, 59% of Lorain County adults had at least one alcoholic drink in the past month</li> </ul>
<b>Findings Relevant to Community Readiness:</b>	No response

## Community Readiness

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

MIPH Community Readiness Survey

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

August 2011 – May 2012

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

For **alcohol**, the coalition determined the community is in the *preplanning* stage of community readiness.

The majority of respondents to the MIPH survey see alcohol as a moderate or serious problem in their community, and 74% felt it was a moderate to serious problem specifically with Lorain County young adult residents ages 18-25.

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

On June 28, 2012 YAADA hosted the first Lorain County Young Adult Summit, held at Charleston Coffee House Lorain County Alcohol & Drug Community Needs Assessment was presented at Summit. The event was attended by a group of approximately fifty young adults, professionals, parents, probation department officials, local media, education providers, and members of medical community. Some results were found to be shocking. Statistics illustrating the permissive attitude of young adults as it relates to teenagers drinking (42% of 18-25 year olds say it is acceptable for 18-20 year olds to drink alcohol and 27% believe it is acceptable for teens), the high incidents of driving under the influence of alcohol (17% of youth drivers have drove under the influence of alcohol in past 30 days), and the number of accidents was unfamiliar and disturbing to those in attendance and as a result dominated a large part of the conversation.

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

The data and information gathered from our community assessment provides us a clear depiction that although in Lorain County permissive attitudes prevail, the conversations are taking place and initiatives are being generated. In community conversations the prevailing attitude of young adults regarding underage drinking is that it isn't a big problem or that young people can handle it. Many adults share sentiment that teens and young adults are just doing "what we all did at that age." According to our survey findings, adults are seen as a primary source from which underage drinkers can obtain alcohol, 45% get an adult to purchase alcohol for them, and 34% get their parents to purchase alcohol for them. Through observations we found the majority of all community festivals have alcohol available and do little to no monitoring to deter underage consumption. Alcohol is a large principal component of local festivals by placing beer in central locations, housed under a highly visible tent, and ensuring the designated beer area has tables, in some cases the only tables, available to festival goers and families.

Yet, and still, Lorain County professionals have clear recognition that something must be done, and some are addressing it. The Communities That Care Coalition (CTC) has taken the lead on underage ATOD education and prevention strategies including working with schools as a liaison to make prevention in schools a priority and supporting and fostering youth led prevention. STOP Taskforce has performed several compliance checks and organizes the “Parents Who Host Lose the Most” campaign during significant times throughout the year, including Senior Prom months. Lorain County Safe Communities Coalition in collaboration with Lorain County Community College hosts an annual “Zero Proof Mix Off.” The purpose of the mixer is to raise awareness of the dangers of impaired driving and the damage it causes while offering fun alternatives to alcoholic beverages, the event draws a crowd of over 500. Prevention and treatment providers such as LCADA, UMADOAP, and NORA lead the charge of educating and informing the community on the dangers of alcohol and drugs. These actions were done despite, up until now, with no definite data concerning Lorain County 18-25 year olds. With the current available data and concerned coalition members we are posed to move into preparation stage of community readiness.

**Suggested strategies for strategic planning:**

The YAADA Coalition intends to host community World Cafes, a community conversation forum held in a relaxed café like environment in an effort to promote dialogue, in partnership with Lorain County Community College Student Senate to further introduce the findings and generate dialogue in spring 2013 at the college main campus in Elyria, Ohio. Through our community scan we identified churches have taken an innovative approach in identifying the 18-25 year-old as a distinct culture and serves the population apart from youth and older adult groups, because of the principal role churches have taken we feel it essential to utilize the faith based community in our strategic planning. Although general information about local problems and some actions or policies exist, it is not based on the formal collection of data for the target age group, as a coalition we feel the need to utilize the data we have collected to educate the community at large including public officials, clergy, business, and higher education, regarding Lorain County 18-25 year olds. It is important to identify opportunities to engage leadership with community and provide forums for open dialogue such as the in the planning that is currently taking place through the efforts of the Urban League to address employability training for the target population. By presenting in-depth local statistics, publicize the costs and impact of the problem to the community, conduct public forums to develop strategies and utilize key leaders and influential people to speak to groups we will successfully disseminate the necessary information and better equip the community.

**Plans to evaluate strategic plan strategies:**

Clear indicators Lorain County is moving from pre-planning into preparation would be; improved attendance at our World Cafes, greater representation of 18-25 year olds on the YAADA Coalition, and increased donation of community time and resources to YAADA and a stronger commitment by community leaders in the mission of YAADA Coalition as witnessed by their involvement and attendance at events and meetings.

## Individual-Level

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

Lorain County young adults ages 18-25 are drinking alcohol frequently. As reported in the YAADA survey, 57% responded to having had at least one drink of an alcoholic beverage within the last thirty days.

**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:**

Lorain County young adults ages 18-25 disapprove of their peers drinking frequently. As evidenced in the YAADA survey 60% of Lorain County young adults ages 18-25 disapprove of someone their age having one or two drinks of an alcoholic beverage nearly every day.

**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:**

The YAADA survey indicates they understand the harm associated with alcohol with more than 78% (78.4%) reporting individuals risk harming themselves physically when they have had five or more drinks of an alcoholic beverage once or twice a week.

Priority Substance: Alcohol									
Data Available for Target Population									
30 Day Use									
Specific Measure: Think specifically about the last 30 days. During the past 30 days, on how many days did you drink one or more alcoholic beverage? Response Options: Number of days (0-30)									
Does this measure qualify as a NOMs item?					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
YAADA Survey	2011-2012	Lorain County young adults ages 18-25	29,758	Convenience	300	293	Percentage reporting having had at least one drink in the last 30 days	57.0%	Percentage
Age of First Use									
Specific Measure: Think about the first time you had a drink of an alcoholic beverage. How old were you the first time you had a drink of an alcoholic beverage? Please do not include any time when you had only a sip or two from a drink Response Options: Age _____									
Does this measure qualify as a NOMs item?					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
YAADA Survey	2011-2012	Lorain County young adults ages 18-25	29,758	Convenience	300	255	Percentage reporting trying alcohol before age 18	85.0%	Percentage
Disapproval of Use									
Specific Measure: How do you feel about someone your age having one or two drinks of an alcoholic beverage nearly every day? Response Options: Strongly approve, Somewhat approve, Neither approve nor disapprove, Somewhat disapprove, Strongly disapprove									
Does this measure qualify as a NOMs item?					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
YAADA Survey	2011-2012	Lorain County young adults ages 18-25.	29,758	Convenience	300	298	Percentage reporting strongly disapprove or somewhat disapprove	60.0%	Percentage
Perceived Risk/Harm of Use									
Specific Measure: 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? Response Options: No Risk, Slight Risk, Moderate Risk, Great Risk									
Does this measure qualify as a NOMs item?					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
YAADA Survey	2011-2012	Lorain County young adults ages 18-25	29,758	Convenience	300	297	Percentage reporting moderate risk or great risk	78.4%	Percentage

## Interpersonal-Level

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

Through the focus groups, and individual level survey, Lorain County feels we have gathered all necessary data and have strong evidence on what contributing factors are affecting our community. These areas include cultural norms, availability, rite of passage, attitudes, and public substance abuse.

**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:**

We believe we have sufficient data and evidence on what is impacting alcohol use in our community.

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

N/A

**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:**

Lorain County has collected both qualitative and quantitative data on social norms in regards to alcohol in Lorain County. Particularly in the permissive attitude towards the misuse of alcohol in public and private settings.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
<b>Acceptance Example</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>Rite of Passage Example</b>	In community conversations, young adults' prevailing attitude is that alcohol use is not an issue, and many adults share in the sentiment that "kids are just doing what we did."
<b>Supporting Evidence</b>	Focus group data
<b>Multigenerational Use</b>	Parents drink with young adults
<b>Supporting Evidence</b>	Focus group data
<b>Public Substance Use</b>	55% of county respondents reported having often witnessed public intoxication, and 31% reported regularly witnessing teens intoxicated.
<b>Supporting Evidence</b>	Survey data
<b>18-25 Year Old Perception</b>	12% of total young adult respondents strongly or somewhat approved of alcohol consumption nearly every day.
<b>Supporting Evidence</b>	Survey & focus group data
<b>Culturally Acceptable</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>Available in Home</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>Other</b>	N/A
<b>Supporting Evidence</b>	N/A

<b>Factors Related to Social Norms That Contribute to Consumption in Your Community</b>
<b>Factor 1: 67% of young adults feel it is okay for underage people to consume alcohol on special occasions.</b>
<b>Whom does this affect/occur with?</b>
Lorain County 18-20 year olds and older teens
<b>Who allows this?</b>
Lorain County young adults 21-25 years olds
<b>When does this occur?</b>
Mainly on special occasions however there is no clear definition on what is considered a special occasion.
<b>Where does this occur?</b>
Primarily in homes but also in bars
<b>How does this occur?</b>
Young adults ages 21-25 are purchasing and supplying young adults ages 18-20 with alcohol at parties and events.
<b>Under what conditions is this allowed to happen?</b>
In most cases, at homes at a private party
<b>Factor 2: County festivals &amp; events showcase alcohol as a part of events in central locations, even wearing high school t-shirts while serving alcohol at events.</b>
<b>Whom does this affect/occur with?</b>
The entire community as a whole is affected by the prevalence of alcohol at every event. However, the limited oversight of the sale of alcohol affects primarily Lorain County teens and young adults.
<b>Who allows this?</b>
Festival promoters, organizers, coordinators and volunteers have the primary responsibility to ensure they are properly selling alcohol. However, although policy and laws are in place there is little policing being done, making law enforcement also responsible.
<b>When does this occur?</b>
Festivals are held throughout the year as well as sporting events; however summer months see an increase in events.
<b>Where does this occur?</b>
Although events are held throughout the county, the larger events happen in the county seat of Elyria and the largest and most diverse city Lorain.
<b>How does this occur?</b>
Events are heavily attended and there is little monitoring of beer tents and alcohol sales areas.
<b>Under what conditions is this allowed to happen?</b>
Anecdotal evidence shows us volunteers receive little to no training regarding responsible retailing. Many events do not ask for identification and when asked for, there is no indicator (i.e. wristband) showing the person has been proven to be of legal drinking age.

## 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:**

Because of the work of The STOP Task Force, we have sufficient information on retail responsibility as it relates to underage sales. Through our scans we reviewed pricing and special offers, thus giving us confidence we have good data.

**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:**

N/A

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

No response

**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:**

Lorain County has collected both qualitative and quantitative evidence in respect to retail availability. This data indicates a lack of information and training around responsible retailing sales practices and placement of product within retail establishments.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
<b>ID Issues</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>Density</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>Characteristics</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>Employees</b>	Employees are not properly trained on retail responsibility
<b>Supporting Evidence</b>	STOP Task Force Data
<b>Product Placement</b>	Stores centrally located alcohol in high traffic areas, i.e., center of store or seasonal display area
<b>Supporting Evidence</b>	Community Scan
<b>Potential Sources for Alcohol</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>Retailers</b>	No response
<b>Supporting Evidence</b>	No response

<b>Factors Related to Retail Availability that Contribute the Most to Availability</b>
<b>Factor 1: Improperly trained staff</b>
<b>Whom does this affect/occur with?</b>
This affects underage consumers.
<b>Who allows this?</b>
Owners, staff, and employees of alcohol establishments
<b>When does this occur?</b>
When purchasing alcohol at retailers
<b>Where does this occur?</b>
This occurs at bars but especially at gas stations.
<b>How does this occur?</b>
Improperly checking identification or in some cases not requiring identification
<b>Under what conditions is this allowed to happen?</b>
Two causes of this are lack of server knowledge and the attitude towards underage consumption in Lorain County. Some employees are young adults themselves and do not feel it is an issue for the 18-20 year-old to consume alcohol.
<b>Factor 2: Product Placement</b>
<b>Whom does this affect/occur with?</b>
Customers purchasing in stores with displays
<b>Who allows this?</b>
Owners, staff, and employees of alcohol establishments
<b>When does this occur?</b>
During seasonal/times of high alcohol advertising and sales
<b>Where does this occur?</b>
In places where alcohol is sold
<b>How does this occur?</b>
Stores centrally display alcohol in attractive packaging
<b>Under what conditions is this allowed to happen?</b>
To increase alcohol sales when advertisements is increased due to football season, holidays, etc. distributors place alcohol in center aisles or store front to increase visibility.

## 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:**

The Lorain County Young Adult survey found a variety of sources from whom Lorain County young adult residents ages 18-25 obtain alcohol, 16% drink with family and 42% drink with friends. When looking at locations this same survey found 69% drink at home parties, 66% in a friend’s home, and 28% on a college campus.

**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:**

None

**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:**

Lorain County has collected both qualitative and quantitative evidence for extensive social availability of alcohol in Lorain County. Particularly the provision of alcohol by people of legal drinking age, both in homes and at bars.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
<b>18-25 Year olds getting priority substance from...</b>	Underage drinkers 18-20 are able to access alcohol through older adults including the 21-25 who have access to alcohol through purchasing themselves legally for home parties and at local community events.
<b>Supporting Evidence</b>	Lorain County Young Adult Survey
<b>18-25 year olds attending gatherings with large amounts of the priority substance...</b>	In focus groups, participants spoke of drinking as a "hobby" stating all parties have alcohol and it is easy to obtain. This response and survey results show a community that believes alcohol is synonymous with entertainment and the expectation of alcohol at all events is normal.
<b>Supporting Evidence</b>	Community scans and focus groups
<b>Other</b>	N/A
<b>Supporting Evidence</b>	N/A

<b>Factors Related to Social Availability that Contribute the Most to Availability</b>
<b>Factor 1: 18-25 year olds getting priority substance from older adults</b>
<b>Whom does this affect/occur with?</b>
Lorain County young adults ages 18-25
<b>Who allows this?</b>
Festival promoters, local government, older adult residents
<b>When does this occur?</b>
Festivals, events, house parties, and homes during sporting events
<b>Where does this occur?</b>
Mainly summer season and during times of celebration
<b>How does this occur?</b>
Older adults have created a culture of acceptance
<b>Under what conditions is this allowed to happen?</b>
A large number of community members feel it is normal to have alcohol as part of every celebration
<b>Factor 2: 18-25 year olds attending gatherings with large amounts of alcohol</b>
<b>Whom does this affect/occur with?</b>
Lorain County young adults ages 18-25
<b>Who allows this?</b>
Festival and event organizers, community
<b>When does this occur?</b>
During festivals and events
<b>Where does this occur?</b>
Throughout Lorain County
<b>How does this occur?</b>
Most events have alcohol present and is centrally located as a focal point of the event
<b>Under what conditions is this allowed to happen?</b>
There is little to no monitor of over drinking at events, as a result the Lorain County Community Needs Assessment and focus groups found the community accepts this.

## Promotional Factors

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

Data collection for contributing factors related to promotion focused on community scans across businesses, including bars and retail establishments. Because Lorain County does not have a university, we found little by way of special pricing for students such as "College ID nights." The biggest issue we found as it relates to pricing was the items purchased for recreational drinking games such as Beer Pong. Not only were these items found near the alcohol in all stores, but they also priced them at reduce rates during times of high alcohol consumption as with Super Bowl. Many establishments offer special pricing on Thursdays in an effort to increase an otherwise slow bar business day. Dubbing it "Thirsty Thursdays" and offering dollar drinks and special food promotions throughout the day.

**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:**

There are no additional contributing factors for which we plan additional data collection.

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

There are no additional plans to collect data on contributing factors related to promotion.

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

Lorain County has collected both qualitative and quantitative evidence on alcohol promotions. Particularly promotions directed towards young adults ages 18-25 through local promotions and the utilization of social media.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
<b>Local Promotion</b>	Thirsty Thursday - Special promotions done primarily through social media in an effort to reach the 18-25 year old population.
<b>Supporting Evidence</b>	Quantitative
<b>National Promotion</b>	No response
<b>Supporting Evidence</b>	No response
<b>Other (Sale of "Game" Items)</b>	Local stores promote alcohol related "games" by placing and stocking items needed for the game near the alcohol.
<b>Supporting Evidence</b>	Community scan

<b>Factors Related to Promotion that Contribute the Most to Availability</b>
<b>Factor 1: Thirsty Thursdays a promotional effort by local bars to increase sales on Thursday nights and utilize social media to promote to young adults.</b>
<b>Whom does this affect/occur with?</b>
Lorain County young adults ages 18-25
<b>Who allows this?</b>
Local bars and clubs, and municipalities
<b>When does this occur?</b>
Thirsty Thursdays are promoted for Thursday nights
<b>Where does this occur?</b>
Lorain County bars and night clubs
<b>How does this occur?</b>
Through promotional campaign on social media sites, most often Facebook
<b>Under what conditions is this allowed to happen?</b>
Bars and night clubs have created special pricing on drinks and food to increase business on an otherwise slower worknight and strategically advertise on social media sites knowing that is where most young adults receive their information.
<b>Factor 2: Retail establishments staging "game" items near alcohol</b>
<b>Whom does this affect/occur with?</b>
Lorain County young adults ages 18-25
<b>Who allows this?</b>
Stores, gas stations and community members
<b>When does this occur?</b>
At time of purchase, when individuals are purchasing alcohol
<b>Where does this occur?</b>
In retail establishments
<b>How does this occur?</b>
Alcohol retailers place alcohol game related items like ping pong balls and red cups for "Beer Pong" near beer.
<b>Under what conditions is this allowed to happen?</b>
Retail establishments are aware of the popularity of these games, and in an effort to increase sales, place all the necessary items near each other.

## Pricing

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

After community scans of bars, stores, and other retail suppliers we have gathered sufficient evidence on pricing. There is a prevalence of \$1.00 shots and drink specials throughout Lorain County.

**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:**

N/A

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

No response

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

Lorain County has collected both qualitative and quantitative evidence on pricing of alcohol in Lorain County. The data indicates alcohol distributors utilize displays stating "State Minimum Price." Rebates are often offered by retailers in exchange for bulk purchasing of alcohol, and bars and clubs offering shots at special prices for a short time period.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
Drink Pricing	Signs showing State Minimum Pricing
Supporting Evidence	Community scans
Container Pricing	Bulk rebates
Supporting Evidence	Anecdotal
Other	Special pricing in clubs and bars
Supporting Evidence	Anecdotal

<b>Factors Related to Pricing that Contribute the Most to Availability</b>
<b>Factor 1: Signs showing "State Minimum Pricing" displayed larger than most other signs</b>
<b>Whom does this affect/occur with?</b>
The majority of stores display large lit signs stating they have cold beer at state minimum pricing.
<b>Who allows this?</b>
The store owners allow the signs to be displayed in large form.
<b>When does this occur?</b>
The signs are visible at all times.
<b>Where does this occur?</b>
Most stores and bars have these displays.
<b>How does this occur?</b>
By placing display in highly visible areas
<b>Under what conditions is this allowed to happen?</b>
It is not illegal for a store to place such ads.
<b>Factor 2: Rebates on bulk purchases</b>
<b>Whom does this affect/occur with?</b>
Individuals purchasing large amounts of alcohol can obtain a rebate.
<b>Who allows this?</b>
Major alcohol companies provide the offer on the outer package.
<b>When does this occur?</b>
This offer is available in times of high alcohol sales, like Super Bowl and holidays.
<b>Where does this occur?</b>
Offer is available wherever alcohol is sold.
<b>How does this occur?</b>
The company distributing the alcohol places stickers outside of the product with the offer.
<b>Under what conditions is this allowed to happen?</b>
In times when alcohol is sold in high volume it encourages purchaser to buy in bulk so as to save money, this encourages more consumption.
<b>Factor 3: Special shot pricing in a short timeframe.</b>
<b>Whom does this affect/occur with?</b>
Bar and club patrons during special offer.
<b>Who allows this?</b>
Bar owners, managers, and employees.
<b>When does this occur?</b>
The special pricing happens on weekends, Fridays and Saturdays.
<b>Where does this occur?</b>
Local bars
<b>How does this occur?</b>
Owners offer special drink prices throughout the night, usually \$1.00 shots.
<b>Under what conditions is this allowed to happen?</b>
On Friday and Saturday nights the owner will give the okay for the DJ to announce the special pricing, usually a song is played and the special pricing is offered only during the playing of that song. Patrons are encouraged to then drink as much as possible during this time at this special price.

## Organizational-Level

### Capacities

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

Big Brothers Big Sisters, Lorain County Catholic Charities/Communities That Care, Lorain County Urban Minority Alcoholism & Drug Outreach Program (UMADOAP), and Lorain County Alcohol and Drug Abuse Services Inc. (LCADA)

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

By educating these organizations on the unique characteristics and needs of the Lorain County young adults ages 18-25 population YAADA can help to create opportunities to meet the unmet needs of this population

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

Communities that Care & LCADA provide information dissemination and education through-out Lorain County in a variety of ways including, through campaigns like Parents Who Host and STOP Task Force for school age children specifically. Prevention education programs are available through Big Brothers Big Sisters & UMADOAP. Environmental strategies through Communities That Care such as the creation of Teen Institute Lorain County (TILC) to provide alternative/drug free activities. Identification of problem and referrals to services is provided through both LCADA and UMADOAP.

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

Upon review of these strategies through our community scan most of these programs can be changed, amended and enhanced to serve Lorain County young adults ages 18-25 without recreating entire programming.

### Gaps

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

The most obvious of gaps identified is the lack of programming specifically designed to address the needs of Lorain County young adult residents ages 18-25.

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

YAADA has gained a specific and targeted expertise in young adults through trainings and data collection. This can be utilized to train and provide technical assistance to current prevention providers allowing for an opportunity to engage and assist the Lorain County young adult community age 18-25.

## Policy-Level

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

Throughout Lorain County policies exist to encourage legal and responsible alcohol use among 18-25 year olds. Local, institutional, and state policies are currently in place to ensure legal and responsible consumption. However, data indicate that adherence to and enforcement of alcohol-related policies is an issue.

The local Port Authorities have alcohol-related policies in place for festivals which rent Port Authority owned property. At festivals, participants purchasing and and/or consuming alcohol must provide proper identification and be wrist-banded if of legal drinking age. Through discussion with leadership of the largest local festival, it was determined that wrist-banding had not occurred in 2011. The YAADA coalition checked identification and wrist-banded legal festival participants in 2012.

Young adults from the entire target population attend institutions of higher education in Lorain County. Lorain County Community College drug and alcohol policy reads; "SUBSTANCE ABUSE POLICY: Lorain County Community College does not condone the possession, use, manufacture or distribution of illegal substances or drug paraphernalia of any kind in any amount. Campus Community members in violation of this policy may be jeopardizing their own wellbeing as well as the well-being of the campus community. Lorain County Community College is committed to providing a drug-free, safe environment for students, faculty, and staff. Toward this end, LCCC maintains "dry" campuses with the use of alcohol restricted. LCCC clearly states it is unlawful for individuals to manufacture, possess, use and/or distribute illicit drugs and alcohol on any of our campuses. Individuals who violate LCCC regulations and local, state and federal law." However, our Lorain County Young Adult survey found of respondents 28% said they have drank on their college campus. In addition, community scans found LCCC employees reported having seen someone under the influence of alcohol on campus. Oberlin College, also in Lorain County has a similar policy which states: "Oberlin College cannot condone the illegal possession, consumption, provision or sale of alcohol or drugs, and Oberlin College cannot protect members of the community from prosecution for crimes under federal, state, or local laws. Ohio state law (Section 4301.69) provides that no under the age of 21 years, unless given by a physician in the regular line of his/her practice, or by a parent or legal guardian.

The 1989 amendment to the Ohio Revised Code Section 4301.69, commonly known as the "keg law," holds individuals responsible for underage drinking on property under their control. Data indicate that 46% of 18-25 year olds in Lorain County consume alcohol at their home (YAADA Survey, 2012). Data also suggests they receive alcohol from parents or friends (YAADA Survey, 2012). It can be understood that the "keg law" is designed to reduce the illegal consumption of alcohol by minors through requiring the responsible alcohol use of adults. The entire target population is impacted by this policy.

Policy		Number of Infractions (arrests, etc.)		
Policy Level: State, local or IHE	Description	2007	2008	2009
State	4511.19 Operating vehicle under the influence of alcohol or drugs - OVI - State of Ohio Highway Patrol OVI Arrests for 18-25 year olds	258	231	281
Local	Ohio Revised Code Section 4301.69 (Keg Law- City of Lorain)	9	4	6
Local	529.02 SALES TO AND USE BY UNDERAGE PERSONS; SECURING PUBLIC ACCOMMODATIONS.	14	18	20
IHE	Lorain County Community College Alcohol Policy	0	0	2
Local	Port Authority Rental Policy-Alcohol Sales	0	0	0

Factors Related to Policy Issues That Contribute to Consumption in Your Community
<b>Factor 1: Lorain County community lacks responsibility in adhering to alcohol retailing laws</b>
<b>Whom does this affect/occur with?</b>
Store owners and associates, bar owners and associates
<b>Who allows this?</b>
Store owners and associates, bar owners and associates
<b>When does this occur?</b>
High incidents occur during weekends and special occasions such as prom nights, graduation and sporting events.
<b>Where does this occur?</b>
Lorain County establishments, stores, and bars
<b>How does this occur?</b>
Owners not properly training staff, staff selling without proper identification, older adults purchasing for under age consumers
<b>Under what conditions is this allowed to happen?</b>
Sales
<b>Factor 2: Lorain County community members and law enforcement must identify a way to decrease the number of alcohol being served in private homes and events</b>
<b>Whom does this affect/occur with?</b>
Lorain County parents of minors, Lorain County older adults purchasing for minors
<b>Who allows this?</b>
Community as a whole has a culture of acceptance.
<b>When does this occur?</b>
High incidents occur during weekends and special occasions such as prom nights, graduation and sporting events.
<b>Where does this occur?</b>
House parties, school events, community festivals
<b>How does this occur?</b>
When in social settings, it is acceptable for underage individuals to drink. At local events there is little-to-no responsible policy in place.
<b>Under what conditions is this allowed to happen?</b>
Lorain County has a view that teen and young adult drinking is a "rite of passage" leading to a permissive attitude.

## Cultural Competence

### Millennials (Generation Next)

#### Prevention Programming:

- **These prevention programs are offered to Millennials by the following group(s):**

Qualitative data revealed Lorain County Alcohol & Drug (LCADA) was the most often mentioned resource for assistance with substance abuse, in addition to the Nord Mental Health Center and UMADOAP were often mentioned. All have a variety of programs for men and women in the area of treatment but none have specific prevention programs. Some programs are offered that can assist with at risk behavior including:

- LCADA LifeSkills Center: educational services regarding risk and protective factors are provided to youths (16-22 years old) who have resumed their pursuit of a high school diploma.
- UMADOAP Anger Management Program: designed to teach anger management skills, an open and ongoing program for Lorain County residents.
- Lorain County Courts-Adult Probation Department Thinking for a Change Behavior Modification/Life Skills Program: serving indicated population.
- Urban League: the Lorain County Urban League's Urban Youth Adventure Challenge (UYAC) is a behavior modification project that teaches disadvantaged youth ages 15-21 how to overcome obstacles that often get in the way of their academic, social, emotional and career development. The project is designed to engage youth through a series of challenges, which help them to confront fears and anxieties; overcoming those fears and anxieties ultimately lead to them building self-esteem and confidence. UYAC also helps young people to connect to each other through teamwork and friendly competitions. Participants demonstrate their connection and commitment to the community by engaging in meaningful community service projects.
- The Urban Youth Empowerment Program (UYEP): targets out-of-school and/or adjudicated youth between 18-24 years old. This high-risk population faces many challenges that could be barriers for success; UYEP serves as a catalyst for change.

- **These programs do not specifically target Millennials, but could potentially reach them or be modified:**

Similarly to those agencies providing programs for adults, Lorain County Alcohol & Drug (LCADA), the Nord Mental Health Center and UMADOAP have a variety of programs for school age children and adults which can be modified to reach the target population.

- LCADA Life Skills Program in schools- generally offered to those currently in their 9th grade and under.
- Children of Substance Abuser Services: assists youths to understand addiction, the impact of parental addiction on families, and personal self-care/recovery activities.
- Alcohol, Tobacco & Drug Free Social and Recreational Activities: social and recreational activities to show that mood-altering substances are not necessary to have a good time.
- Community Service Projects: provides opportunities for high-risk youths to gain personal pride by helping others.
- Education Groups: educating and motivating at-risk youths to make positive lifestyle changes to reduce their risk of becoming involved with alcohol/drugs.
- EHS Girls & EHS Coeds: begun as an education program for high-risk youths, these youths have progressed to the point of designing and implementing service projects for the community and education/awareness campaigns for their peers.
- Kingdom Kids: middle school youth developing the skills necessary for making good personal choices.
- UMADAOP provides the following specialized programs in English & Spanish: Project TAD (Together Against Drugs) for preschoolers with Andrew the puppet, and the curriculum New Kids—New Start/Ninitos Nuevos—Pasos Nuevos with follow-up services as a school-based program for K-3.
- Project Reconnections: a youth mentoring program for 12-17 year olds that includes a match with community adult mentors and group educational sessions with the curriculum, Reconnecting Youth. Project Reconnections has been expanded to include a group of youth in detained-facilities with members of a Recovery Circuit Panel as mentors for an early intervention mentoring program.
- Youth With a Vision: an after-school/summer program targeting Hispanic adolescents as program participants to utilize their talents of cultural drama, art music, and developing community video-based documentaries on topics of teen pregnancy, violence, alcohol, tobacco and other drug related issues affecting today's Hispanic youth.
- Parenting & Family Life Skills: Family Drug Court and other collaborative partners are provided with this program targeting parents, families and other collaborative family members for personal development and other environmental issues.
- Senior Sense: an educational experience for our elderly on the widespread misuse and abuse of medications to include the use of alcohol with such medications, and a wellness program of exercise, nutrition and other positive alternative activities.
- Circle for Recovery Ohio: a community based re-entry educational program for paroled offenders to ease the adjustment into family and community. This is a model of a UMADAOPs of Ohio project.

- **Sources for program information:**

YAADA members conducted a community scan where we contacted nonprofit organizations, prevention agencies, and area businesses and churches.

**Expertise:**

<b>Individuals with Expertise Working with Millennials</b>		
<b>Name</b>	<b>Agency</b>	<b>Contact Information</b>
No response	Church on the North Coast –Studio 7, College Age Ministry	4125 Leavitt Road Lorain, Ohio 44053 (440) 960-2860
No response	House of Praise International Church –Momentum, College & Young Adult	1005 N Abbe Road Elyria, Ohio 44035 (440) 233-6433
No response	Church of the Open Door Career & College	43275 Telegraph Road Elyria, Ohio 44035
No response	Temple Emmanuel	No response
No response	Lorain County Community College	1005 N Abbe Road Elyria, Ohio 44035 1-800-995-LCCC
No response	Lorain County Joint Vocational School	15181 Ohio 58 Oberlin, OH 44074 (440) 774-1051
No response	Oberlin College	37 West College Street Oberlin, OH 44074 (440) 774-7722

- **Ways local expertise can be tapped into for the SPF SIG process:**

All programs and agencies have a vast awareness of prevention and working with youth. In the case of the churches, have an understanding and knowledge of our target population. By working with the groups with a prevention knowledge base we can identify programs that have been successful and by working with groups that are knowledgeable about the target group we can successfully modify and market the program.

- **Sources for expertise information:**

YAADA members conducted a community scan where we contacted nonprofit organizations, prevention agencies, and area businesses and churches.

**Gaps:**

- **Perceived gaps in prevention programming for Millennials:**

The largest gap we identified is the lack of knowledge and understanding of the Millennial culture. Programs do not segregate the Millennials as a culture in and of themselves. Instead, in most cases they are integrated into the “18 and over” category. Yet studies show significant contrast between Millennials and previous generations in substantial areas. Parents of the Millennial are still involved in their daily lives. 11% of them have boomeranged back to their parent’s house after graduating from college because of the recession (Pew Study 2010). Locally, when asked to name a source they could turn to for guidance and advice, they most often chose family (52%), including parents (45%) and siblings (7%). Perhaps the greatest distinction is in communication. The median number of text messages sent every day is 50 (Pew Research 2010), 43% of 18-24 year-olds say that texting is just as meaningful as an actual conversation with someone over the phone (eMarketer 2010). Similarly the Lorain County Survey found 72.2% of 18-25 year olds prefer texting as their method of communication, followed by Facebook at 62.5%. They are more comfortable sharing aspects of their lives over social media. 40% of Millennials think that blogging about workplace issues is acceptable, compared to 28% of Boomers (Iconoculture 2011). Outreach efforts first must recognize and adapt to their unique requirements in order to engage them in hopes of providing program services.

- **Ways these gaps were identified:**

Quantitative data was collected through both national research findings and the Lorain County Young Adult Survey. Qualitative data included 24 focus groups held throughout Lorain County including approximately 50% of which included 18-25 year olds.

- **Ways to close these gaps:**

By utilizing the information we have gained on the Millennials we have through our unique data as a means to provide education and statistics on this population. This education is the primary step in closing the gap.

<b>Sub-Target/Underserved Population</b>
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Lorain County will not be implementing the SPF with a sub-target/underserved population.

## Appendix: Organizational-Level Assessment Tools

<b>Agency Name:</b>	UMADOAP	<b>Contact:</b>	Ricky Smith
<b>Address:</b>	2315 Kelly Place Lorain, Ohio 44052		
<b>Phone:</b>	(440) 246-3872	<b>Email:</b>	rsmith@umadaops.com
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	Anger Management		
<b>Resource Description:</b>	No response		
<b>Target Population:</b>	Adults ages 18 and over		
<b>Causal Factors Targeted:</b>			
Social Availability	<b>X</b>	Community Norms	
Retail Availability		Individual Factors	<b>X</b>
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement	<b>X</b>	Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	Family management problems, family conflict		
Community	Extreme economic deprivation, social norms favorable towards substance abuse		
School	Low commitment to school		
Individual/Peer	Favorable attitudes towards drug use, depressive symptoms		
<b>Implementing Agency:</b>	UMADOAP		
<b>Number Reached Annually:</b>	1,800 are served collectively through programs		
<b>Duration:</b>	Programs are six month in duration		
<b>Frequency:</b>	All programs are ongoing and open enrollment		
<b>Prevention Strategies Utilized:</b>			
Education	<b>X</b>	Problem Identification and Referral	<b>X</b>
Environmental Strategies		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	<b>X</b>	Other	
Satisfaction	<b>X</b>		
<b>Evidence-Based:</b>	Yes		
<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>	
Through before-and-after surveys			
<b>Geographical Area Served:</b>	Lorain County		
<b>Culturally Competent:</b>	Yes	<b>If 'yes', describe below:</b>	
Lorain County is a community gripped by poverty and young adults find it difficult to find jobs. The social, family, and economic pressures faced by these young adults and lack of skills in dealing with them lead to anger. This program assists with dealing with the stress through positive life skills.			

<b>Agency Name:</b>	Lorain County Urban League	<b>Contact:</b>	Mike Ferrer
<b>Address:</b>	1530 West River Road Elyria, Ohio 44035		
<b>Phone:</b>	(440) 334-1501	<b>Email:</b>	mferrer@lcul.org
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	The Urban Youth Adventure		
<b>Resource Description:</b>	No response		
<b>Target Population:</b>	No response		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	<b>X</b>
Retail Availability		Individual Factors	<b>X</b>
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement	<b>X</b>	Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	Family conflict creates an opportunity for prosocial family involvement		
Community	Low neighborhood attachment		
School	Academic failure, low commitment to school		
Individual/Peer	Rebellion, interaction/anti-social behavior		
<b>Implementing Agency:</b>	Lorain County Urban League		
<b>Number Reached Annually:</b>	The program assists 60 participants annually.		
<b>Duration:</b>	It is a twelve month program.		
<b>Frequency:</b>	Program is offered annually.		
<b>Prevention Strategies Utilized:</b>			
Education	<b>X</b>	Problem Identification and Referral	<b>X</b>
Environmental Strategies		Information Dissemination	
Alternative Activities	<b>X</b>	Other	
Community-Based Process	<b>X</b>		
<b>Type of Implementation Data Collected:</b>			
Attendance	<b>X</b>	Other (No response)	<b>X</b>
Satisfaction	<b>X</b>		
<b>Evidence-Based:</b>	Yes		
<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>	
Annual reporting requires surveys be done as well as community evaluations.			
<b>Geographical Area Served:</b>	Lorain County		
<b>Culturally Competent:</b>	Yes	<b>If 'yes', describe below:</b>	
The UYAC is a behavior modification project that teaches disadvantaged youth how to overcome obstacles that often get in the way of their academic, social, emotional and career development. The project is designed to engage youth through a series of challenges, which help them to confront fears and anxieties; overcoming those fears and anxieties ultimately lead to them building self-esteem and confidence. UYAC also helps young people to connect to each other through teamwork and friendly competitions. Participants demonstrate their connection and commitment to the community by engaging in meaningful community service projects.			

<b>Agency Name:</b>	LACADA	<b>Contact:</b>	No response
<b>Address:</b>	No response		
<b>Phone:</b>	No response	<b>Email:</b>	No response
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	Diversion Program		
<b>Resource Description:</b>	No response		
<b>Target Population:</b>	Youth ages 18 and under involved in the judicial system		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement	X	Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	Family conflict, family history of anti-social behavior		
Community	Opportunities for prosocial involvement		
School	Low commitment to school		
Individual/Peer	Interaction with anti-social peers, rebelliousness		
<b>Implementing Agency:</b>	LCADA through the schools provides the program.		
<b>Number Reached Annually:</b>	The program deals with a high risk population in the court system, there is no target number to serve.		
<b>Duration:</b>	The program is ongoing as determined by the court.		
<b>Frequency:</b>	The program is offered as needed.		
<b>Prevention Strategies Utilized:</b>			
Education		Problem Identification and Referral	X
Environmental Strategies		Information Dissemination	
Alternative Activities	X	Other	
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance	X	Other (As directed by court)	X
Satisfaction	X		
<b>Evidence-Based:</b>	No		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	No	<b>If 'yes', describe below:</b>	
<b>Geographical Area Served:</b>	Lorain County		
<b>Culturally Competent:</b>	No	<b>If 'yes', describe below:</b>	