

# Youth and Alcohol at Community Events

## Community Readiness Assessment

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# Community Readiness Assessment

- Fall 2020
- Level of readiness in Clatsop County to address youth exposure to alcohol at community events
- One step in larger assessment process
- Goal of ADPEP: Reduce youth alcohol use in Clatsop

# Community Readiness Model (CRM)

- **Community-directed, theory-driven approach to identify level of knowledge and motivation for social change**
- **Purpose of the CRM is to provide communities with the stage of readiness for the development of appropriate strategies that are more successful and cost effective**
- **6 dimensions of a community and 9 stages of readiness**
- **Each stage of readiness has specific interventions that work most effectively for that stage**

# 6 key dimensions

- A. Prevention Programming
- B. Community Knowledge of Prevention efforts
- C. Leadership
- D. Community Climate
- E. Knowledge of the Issue
- F. Resources for prevention efforts

# 9 stages of readiness



# Key informant interviews

- Requested 10; 7 were conducted from individuals representing the following sectors:
  - Law Enforcement
  - Juvenile Justice
  - Health and medical professional
  - Social service organization
  - Event organizer
  - Alcohol retailer
  - Person in recovery from alcoholism
- 36 open ended and scaled questions covering the 6 dimensions
- Chosen through process guided by health department staff

# Community Findings by Dimension

## **Dimension A: Prevention Programming**

### **Score: 3—Vague awareness**

- A few individuals recognize local concern or need to initiate some type of effort, but not immediate motivation to do anything
- Knowledge of some existing efforts
- Oregon Liquor Control Commission (OLCC) regulations named as the main efforts aimed at this issue

# Community Findings by Dimension

## **Dimension B: Community Knowledge about Prevention**

### **Score: 2—Denial/Resistance**

- Some community members recognize a concern, but there is little recognition that it might be occurring locally
- Knowledge something should be but, nothing specific mentioned
- Focus on OLCC regulations adequate for prevention



# Community Findings by Dimension

## **Dimension C: Leadership**

### **Score: 2—Denial/Resistance**

- Leadership believes alcohol at community events where youth are present is not a concern in their community
- No recognition of anything happening to address from leadership

# Community Findings by Dimension

## **Dimension D: Community Climate**

### **Score: 2—Denial/Resistance**

- The prevailing attitude is “there’s nothing we can do,” or “only ‘those’ people do that.”
- Influence alcohol may have was not a big consideration; setting an example was not a main point of discussion
- Resistance to prohibition of alcohol at community events and responsibility is put on OLCC regulation ; these were thought to be enough to keep alcohol out of the hands of youth
- Attitude that youth are going to drink alcohol either way, and it can’t be prevented so the regulations are adequate

# Community Findings by Dimension

## **Dimension E: Community Knowledge of Issue**

### **Score: 3—Vague awareness**

- A few community members have basic knowledge of youth exposure to alcohol at community events, and recognize some people may be affected by youth exposure to alcohol at community events
- Awareness about alcohol consumption, but less knowledge about community norms and their impact

# Community Findings by Dimension

## **Dimension F: Resources for Prevention Efforts**

### **Score: 3—Vague awareness**

- Community not sure what it would take (or where resources would come from) to initiate efforts
- No knowledge except for OLCC regulations and flyers mentioned
- Focus on prevention to alcohol service via parent responsibility, education, and OLCC rather than youth perception and community norms

# FINAL RESULTS

## **OVERALL TOTAL: 2—Denial/Resistance**

- Some community members recognize that this is a general concern, but little knowledge of this issue occurring locally

### **Some key informant concerns**

- Importance of role modeling
- Education
- Alcohol served at community events necessary for financial benefit
- Prohibition would be an overstepping of the government
- Not a priority, public health should be focused on homelessness and opioid addiction

# Why is this important to reducing youth alcohol use?

## Social Norms

- Expected behaviors in society
- They may be true or false
- Provide us with an expected idea of how to provide order and predictability in society.



# Alcohol Use

95,000 deaths are attributed to excessive alcohol use each year

## **Short term health impacts:**

- Injuries
- Violence, including suicide
- Alcohol Poisoning
- Risky behaviors
- Adverse pregnancy sexual and fetal outcomes

## **Long term health impacts:**

- High blood pressure
- Heart disease
- Stroke
- Liver disease and digestive problems
- Cancer of the breast, mouth, throat, esophagus, liver, and colon
- Learning and memory problems including dementia
- Social problems
- Alcohol dependency or alcoholism

# Underage Drinking

- **3,500 deaths and 210,000 years of potential life lost each year**
- **Associated with development of an alcohol use disorder later in life**
- **Youth who drink alcohol more likely to experience:**
  - School, social, legal, and physical problems
  - Unwanted, unplanned or unprotected sexual activity
  - Disruption of normal growth or sexual development
  - Physical and sexual violence
  - Increase risk of suicide and homicide
  - Alcohol-related motor vehicle crashes and unintentional injuries
  - Memory problems
  - Misuse of other substances
  - Changes in brain development that may have life-long effects
  - Alcohol poisoning



# Clatsop County Alcohol Use

- 19% of adults report binge drinking
- 3% of deaths alcohol-induced including liver disease (not including overdose and poisoning)

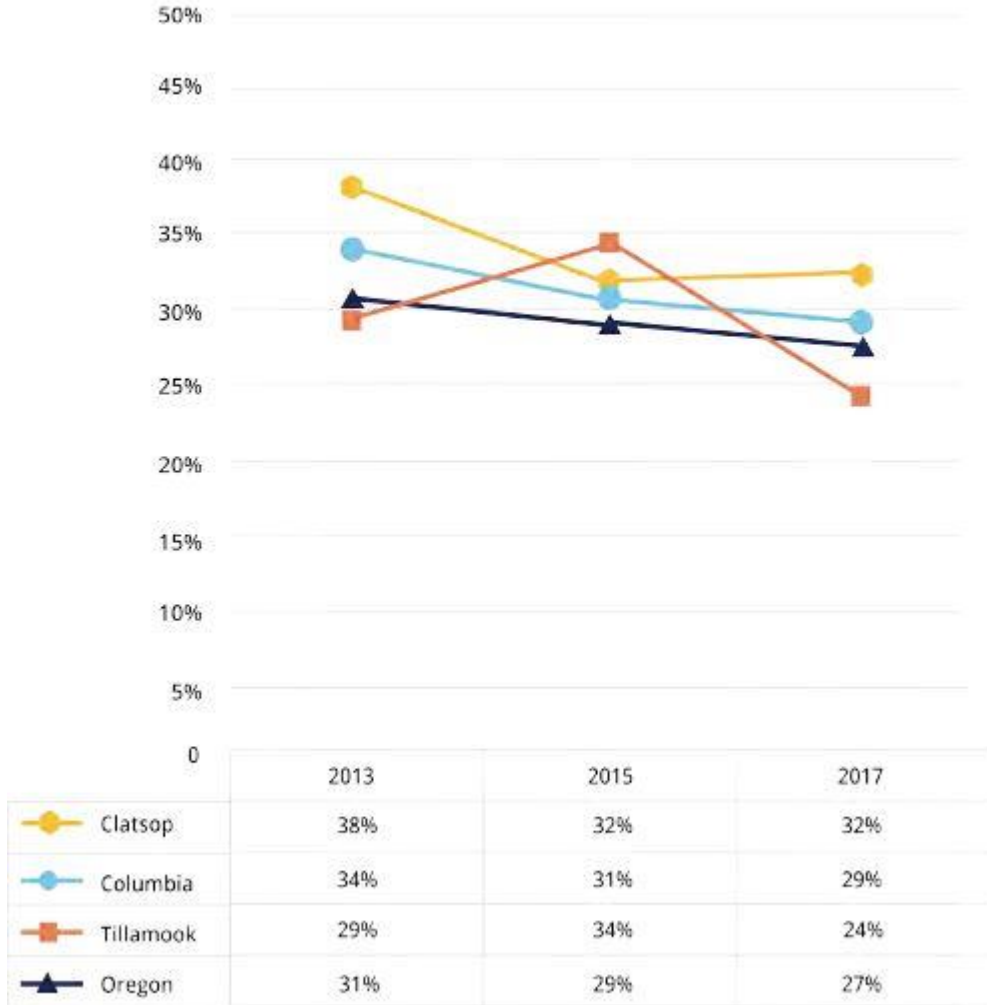
**Figure 42: Percent of adults who reported binge drinking**



Source: Oregon BRFSS, 2014-2017

# Clatsop County Alcohol Use

Figure 43: Percent of youth who reported drinking one or more drinks of alcohol in the past 30 days

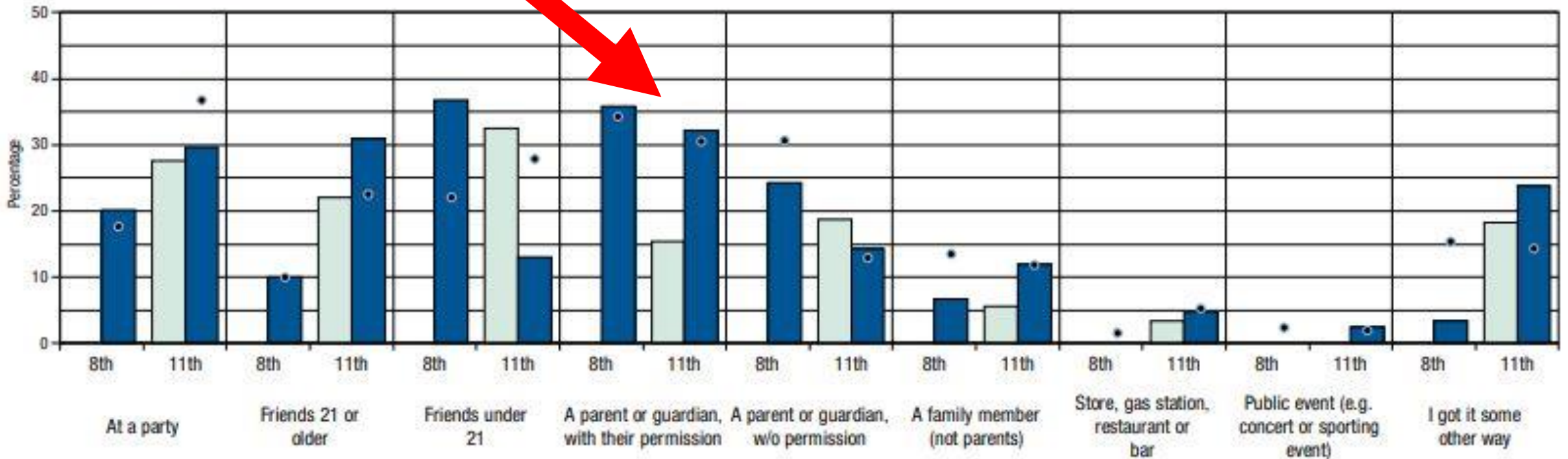


Source: Oregon Healthy Teen Survey

- 32% of youth reported drinking one or more drinks of alcohol in the past 30 days; Compared to Oregon 27%

# Clatsop County Alcohol Use

Chart 23. Sources of alcohol\*

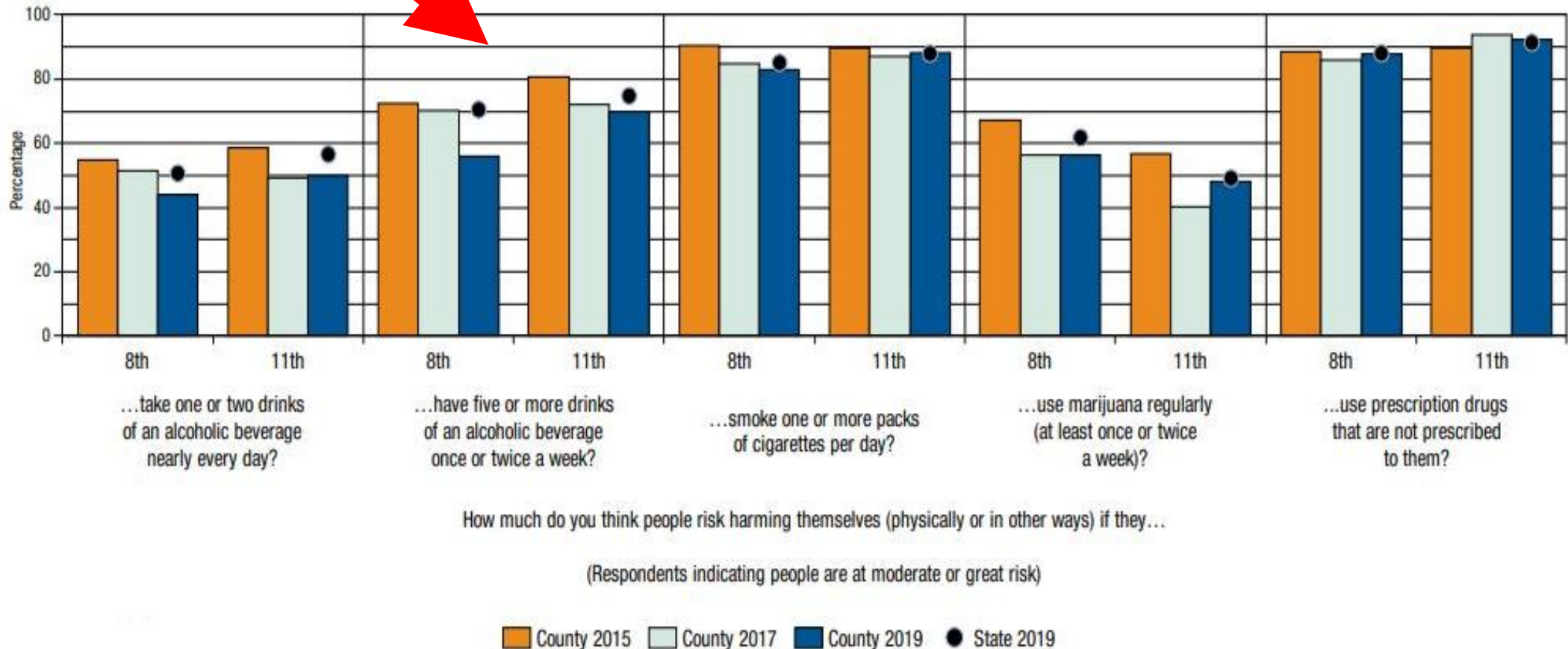


During the past 30 days, from which of the following sources did you usually get the alcohol you drank?

■ County 2017 
 ■ County 2019 
 ● State 2019

# Clatsop County Alcohol Use

Chart 19. Perception of Risk



# Why Community events?

- Clatsop County holds approx. 50 community events that serve alcohol annually
- Many advertised as family friendly like the two shown below



## Community Protective Factors related to alcohol misuse:

- Access to support services
- **Community norms against alcohol use**
- Healthy leisure activities
- Opportunities for meaningful youth engagement
- Exposure to evidence-based programs and strategies
- Local and state policies that support health norms
- Safe, supportive, connected neighborhood

# What's next?

- Still working on assessment and next steps part of the CRM process
  - **Develop strategies/conduct workshops:** Next steps
  - **Evaluate strategy effectiveness:** Next steps
- Approaches focused on community events, changing policies and practices to prevent youth access.
- Not focused on prohibition; focus on changing the context of drinking alcohol in the community

# Questions?

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