

## **Underage Drinking Coalition Strategic Planning Worksheet**

### **Essential Steps:**

1. Break underage drinking into small enough pieces that you can **describe in detail what you will change** (knowledge, attitude or behavior): What it looks like now and what it will look like when you are successful. Use as much local data as possible and supplement with national statistics and research.
  
2. Know how you will **prove that the change takes place**. What method of measurement will you use? Samples of measurement methods are:
  - Data collected by agencies in the course of their work (arrests, emergency room admissions, etc.)
  - Survey data (student survey of use; parent survey of attitudes)
  - Focus groups (before and after the strategy)
  - Attendance records (how many attended alcohol-free events or participated professional training)
  
3. Pick a general **researched or evaluated method** or strategy that is appropriate to reach your desired change. Some types of strategies are listed here (with sample tasks), you may find many others:
  - Reduce retail access to alcohol by minors (through enforcement, increased retailer policies, etc.)
  - Reduce social access to alcohol by minors (party patrols, enforcing social host laws)
  - Change community norms
  - Community education (offender education, media coverage, presentations to meetings, parent education, education for elected and appointed officials, dissemination of data, posters and flyers)
  - Professional training (police, alcohol servers, healthcare providers, judges/prosecutors, etc.)
  - Increased bonding (family, school, community, faith)
  - Mentoring (Big Brothers/Sisters, etc.)
  - Alternative activities (replacements for drinking parties)
  - Increase supervision
  - School based programs (instructional and behavioral)
  - Treatment
  - Policy and law changes
  - Community involvement
  - Community capacity building

The grid on the next page will help you describe exactly what you will do and how you will document your success.