



Henry County Substance Abuse Coalition

Community • Education • Law Enforcement • Healthcare

Vision: All members of the Henry County community share the knowledge, values and commitment to create and maintain a safe, drug-free environment

Mission: The mission of Henry County Substance Abuse Coalition is to reduce substance abuse in Henry County by promoting collaboration, education, and activities designed to meet the meet the identified needs of the community

- **Goals:** Reduce substance abuse among youth (over time adults, and factors in a community that increase the risk – promote the factors to minimize abuse)
- Increase participation and collaboration among the Henry County Substance Coalition, community organizations, substance abuse prevention/treatment agencies, law enforcement, local government, and schools
- Increase the number of youth who feel connected to their families, schools, and communities
- Decrease substance abuse in Henry County through environmental and policy changes.

Local Condition	“Near peers” provide alcohol to minors	Retail Access	Parents Provide	Underage parties are not reported	Lack of Perceived Risk
Change Strategy	Potential Interventions				
Provide Information	Sticker Shock Bacchus Group RBST Social Marketing-Prom and Homecoming	RBST RRW	Sticker Shock Townhall Meetings Youth Advisory Group street marketing “Parents Who Host, Lose the Most” campaign Social Marketing-Prom and Homecoming	PSA’s Educate School Administration Social Marketing-Prom and Homecoming Education about Social Host Ordinance Place Information on School Websites	Sticker shock Townhall meetings LST Got A Minute Campaign RRW Safe Holidays brochure/ Payroll insert Annual conference (Road Ahead) Youth Advisory Group street marketing Crash scene activity Social Marketing-Prom and Homecoming

	Website Publicize IYS Data	Website Publicize IYS Data	Website Publicize IYS Data	Website Publicize IYS Data	Website Publicize IYS Data SA Training for Mentors Use Fatal Vision Goggles at Events
Build Skills	Life Skills Training Strengthening Families Program	RBST Sticker Shock	SFP LST	“Got A Minute” campaign Education on Social Host Ordinance	Mentoring Annual conference (Road Ahead) Project ALERT for Middle School students Too Good for Drugs for elementary after-school programs
Provide Support	Meet with CA’s @ IWC RBST Community Forum Website	RBST Website	Vigil for Lost Promise Parent Directory Community Forum Website	Establish hotline/ calling tree Community Forum Information for parents on school websites Website	Vigil for Lost Promise Mentoring Community Forum Website
Reduce Barriers and Enhance	Provide babysitting	Sponsorship by local businesses of events	St. Patrick’s Day Bash	St. Pat’s Day Bash Reporting system established	Annual conference (Road Ahead)

Access	SA Free Activities		SA Free Dances Parent Directory	Marketing campaign on how to report parties	Main Street Trick or Treat
Change the Consequences	Fines Suspension of IWC Athletes Compliance Checks	Compliance Checks RBST	Social Host Ordinance	Local police encouraged to call school to report minors at parties	Drug Free Workplace initiative
Change the Physical Design of the Environment	SA Free Dorm Floors	Change retail layout of alcohol Sticker shock Cooler labels	Cooler Labels Parents lock up alcohol	Parents lock up alcohol	Parents lock up alcohol
Modify Policy	Party Permit/ Social Gathering Permit	RBST	Social Host Ordinance	Social Host and Party Permit Ordinances	Drug Free Workplace policies