



## Executive Summary

Georgia Strategic Prevention Systems (GASPS), through the office of Georgia Department of Behavioral Health & Developmental Disabilities, has selected the Coalition to Prevent the Misuse of Alcohol (“our team”) to take part in the implementation of its Statewide Alcohol Initiative for 2011/2012 and 2012/2013. Our team has been asked to focus on specific geographical areas in Bartow and Polk Counties with three goals as the focus of the initiative. These goals include: **(1) reducing the early onset of alcohol use among 9 to 20 year olds, (2) reducing the access to alcohol and binge drinking among 9 to 20 year olds, and (3) reducing binge drinking among 18 to 25 year olds.**

To support the initiative, our team has formed a Community Prevention Alliance Workgroup (CPAW) in both Bartow and Polk counties. Comprised of influential members in the community, the CPAWs are divided into three workgroups, namely (1) Epidemiology, (2) Planning & Operations, and (3) Evaluation and Sustainability. In order to maximize its efforts, the CPAWs will work with other organizations in the counties including, but not limited to, Bartow Collaborative, Bartow Teen Center, and Polk Family Connection.

To determine which of the three above-mentioned goals will be the primary focus of the initiative, our team conducted a needs assessment earlier this year. As of December 1, 2012, results are being tabulated and analyzed for next steps. We also compiled a significant amount of secondary data pertaining to alcohol misuse in both counties. Our team is in the process of implementing an ongoing alcohol awareness campaign. The purpose of this campaign is to increase community awareness around alcohol, be part of a larger media campaign, bring attention to April as Alcohol Awareness Month, build capacity among providers through working with various forms of media, and to collect service data.

The early onset of alcohol use among 9 to 20 year olds, 9 to 20 year olds having access to alcohol as well as binge drinking, and binge drinking among 18 to 25 year olds have all been identified as significant problems in Georgia. The goal of our team, along with other Georgia organizations working on this initiative, is to systematically implement a statewide multilevel strategy that assists (the targeted) communities in developing and implementing prevention programs and policies in anticipation of and in response to its citizens.