



Louisiana Partnerships for Success II

Avoyelles Parish


Goals:

- Prevent and reduce underage drinking
- Reduce consequences of underage drinking
- Encourage the use of prevention strategies based in science
- Create community based coalitions
- Implement research-based, data-driven problem solving framework called the Strategic Prevention Framework (SPF)
- Strengthen collaboration with state-level stakeholders
- Provide evidence in support of increased funding and resources for prevention

Problem: Underage drinking is a major public health issue in Louisiana. In 2019, when compared to other states, Louisiana had the 3rd highest rate of youth who had their first drink of alcohol before age 13 (20.5%).

Plan: When the community works together, we can prevent underage drinking. The Louisiana Partnerships for Success II (LaPFS II) project is based on the premise that changes should be made at the community level, and that over time, these changes lead to measurable impact at the state level. The Avoyelles Community & Youth Coalition is implementing evidence-based programs and strategies to target underage drinking and reduce the occurrences of negative consequences.

Target Population: The target population for LaPFS II is persons 9-20 years old who are consuming alcohol and experiencing negative second-hand consequences.



Why are our youth at risk?

- 54.1% of youth obtain alcohol with parental permission
- 56% of parish car crashes are alcohol-involved
- Ranked #1 in the state for youth involved in binge drinking

What is Avoyelles Parish doing to prevent underage drinking?

Prevention Strategies	Goal
We intend to implement the "Did You Know" Media Campaign that is designed to educate parents and youth of the dangers of underage drinking.	Our goal is to implement the media driven campaign that includes the message behind "Did You Know" on Facebook, Instagram, and local news channels that are NBC affiliates with 72,269 viewers. On average, the commercials can be viewed up to 16 times in a three month period.
We intend to utilize the Fatal Vision Roadster, a pedaled roadster that includes alcohol impaired goggles that are used to drive an obstacle course and shows how reaction time is impaired while under the influence of alcohol.	Our goal is to utilize the Fatal Vision Roadster at 13 school events involving elementary and high school students and at the Cochon de Lait festival and Corn festival.
We intend to partner with the Responsible Beverage Server Training (RBST) instructor and Alcohol, Tobacco Control (ATC) in Louisiana to educate merchants on the laws and legal responsibilities regarding sales to underage youth.	Our goal is to provide one RBST class per month to merchants and conduct 15 Compliance Checks per quarter conducted throughout Avoyelles Parish.



To get involved, contact
Donna Desoto
318-729-0789
donna.desoto2012@gmail.com

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