# Santa Cruz County: SIG Profile

<table>
<thead>
<tr>
<th>1. Age Range</th>
<th>16-20</th>
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<tbody>
<tr>
<td>2. Communities / Populations of Focus</td>
<td>16 to 20 year olds in Santa Cruz County</td>
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<tr>
<td>3. CP Members</td>
<td>Santa Cruz County AODP; United Way of Santa Cruz County; Santa Cruz County Office of Education; Cabrillo Community College, Friday Night Live, Watsonville PD, County Probation Department, Alcohol and Drug Abuse Commission, Santa Cruz City Schools, U.C. Davis Extension, University of California at Santa Cruz, Santa Cruz PD, Pajaro Valley Prevention, Inc., Community Action Boards, Inc., Scotts Valley PD, UCSC PD, Scotts Valley USD, San Lorenzo Valley SD, Capitola PD, Santa Cruz County Sheriff, Parent members, youth members, Faith Organizations Representative, multiple Community Based Prevention Organizations</td>
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</tbody>
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| 4. Phase 1 CP Activities | 1. Extensive involvement by community members in gathering and evaluating information through community forums and youth focus groups  
2. Gathered input from a wide spectrum of residents, with a special focus on the experiences and opinions of young people  
3. Disseminated information from the project to community groups throughout the county, and assisted in scheduling and conducting community forums and youth focus groups |
| 5. Phase 2 CP Activities | 1. Project staff coordinated youth and adult community members to conduct one-on-one targeted outreach to gain perception of the problem in the community. 45 interviewers trained, 175 interviews completed  
2. Bi-monthly CURB Coalition meetings to present information and training, brainstorm and select priorities, facilitate involvement with implementation, and foster Coalition development  
3. Participate in a minimum of four trainings for Coalition members, including research review, local youth and young adult binge drinking trends, environmental/public policy approaches, cultural competency in universal prevention program planning, community organization and mobilization, and strategic planning, interagency cross-training  
4. Conduct 400 youth led random sample surveys of 16-20 youth in the community to gain perception and perspective of the issue  
5. Conduct 400 homes Random Digit Dial survey of community  
6. Conduct youth compliance checks with off sale alcohol merchants to honor merchants limiting youth access to alcohol, Responsible Alcohol Merchant Awards  
7. Enhanced Law Enforcement Compliance Checks  
8. Responsible Beverage Service Trainings for Merchants |
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9. Implement a youth led multimedia campaign to raise awareness of issues and consequences.
10. Provide youth alcohol related information to local media channels
11. Deliver presentations to potential partner organization and collaboratives
12. Contact and schedule presentations with community groups, including civic organizations, parent groups, church groups, youth clubs, professional organizations and other boards and committees
13. Create work groups to meet monthly and develop detailed action plans related to the objectives identified by the Advisory Committee
14. With Project staff, present draft goals, objectives and activities of Implementation Year 2 Plan to key stakeholders, as well as potential implementation partners
15. Incorporate the development of a sustainability plan throughout all activities
16. Approve Phase II Year II work plan, evaluation plan and budget developed by Project staff
17. Approve and submit a Phase II Year II plan and budget to state for approval

### 6. Data Sources

- California Health Interview Survey (CHIS 2001, 2003)
- California Safer Schools Study (CSSS) conducted at the University of California, Santa Cruz (UCSC)
- Cabrillo College Core Alcohol and Drug Survey (CCCADS)
- California Healthy Kids Survey (CHKS)
- California Department of Finance (population demographics)
- California Department of Justice (law enforcement data)
- Santa Cruz County Emergency Medical Services System, 2005 and Dominican Hospital Admission Data (medical services data)
- California Department of Health Services, Prevalence of Binge Drinking in California Counties, 2001; California Department of Health Services, Center for Health Statistics, Binge Drinking Prevalence Among Adults in California, 2001; and Applied Survey Research Santa Cruz Community Assessment Project, 1999-2003
- Community Forums
- Youth Focus Groups
- Youth Survey
- One on One Community Conversations
- Random Digit Dial Survey
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### 7. Key Findings
- Binge drinking is prevalent in the communities of youth, college students, and adults in Santa Cruz County.
- High percentage of underage youth report that alcohol is easy to access and that binge drinking most often occurs at parties at homes and community venues such as beaches, woods, fields.
- Data includes self-reported consequences, arrest data, ambulance data, other elements related to consequences of the behavior.
- Community forum participants reported that community found binge drinking highly acceptable and that many adults purchased or condoned youth drinking.
- Alcohol is most easily accessed through parents, both with and without knowledge, older friends or siblings, shoulder tapping, and theft.

### 8. Model Program Selected
- Communities Mobilizing for Change on Alcohol (CMCA)

### 9. Prevention Strategies
- Core Leadership Group Development
- Youth-led Community Awareness Campaign
- Retail Alcohol Access Policies: Responsible Beverage Service (RBS) trainings, Responsible Alcohol Merchant Award (RAMA), Merchant education and peer coaching opportunities, Law enforcement compliance checks and decoy operations
- Social Access to Alcohol By Minors: Social Host campaign, including education and advocacy for social host liability ordinances, community mobilizing efforts, increasing the effectiveness of existing ordinances and law enforcement practices through community education and direct advocacy, assessment of the need and potential for enhancing existing ordinances or advocacy for adoption of new ordinances

### 10. Expected Outcomes
- Increased support among partners and policy makers for evidence-based environmental prevention strategies
- Community members: recall and agree with media campaign messages, demonstrate increased knowledge of binge drinking, the consequences of binge drinking, role of environmental prevention strategies to prevention binge drinking, and awareness of the consequences of providing alcohol to minors
- Retailers: increased knowledge about legal consequences of selling alcohol to minors
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and legal compliance of other merchants
• The community will support new policies to prevent youth access to alcohol and to prevent binge drinking
• Community members will perceive binge drinking by youth as unacceptable, unsafe and preventable
• Community members will be less willing to provide alcohol to minors through "shoulder-tapping"
• Community members will show less tolerance or and acceptance of underage drinking in residences and/or at parties
• Retailers will actively prevent youth access to alcohol, as indicated by increased rates of checking age identification, staff training, compliance with alcohol laws and policies; and by decreased minor self-reports of retail access, including both buying and stealing
• Environmental prevention strategies will be implemented and are sustainable
• Prevalence of binge drinking will decrease by 50% among youth age 16 to 20
• Driving while intoxicated and riding in cars with intoxicated drivers will decrease among youth age 16 to 20
• Unsafe and unplanned sexual activity due to alcohol use will decrease among youth age 16 to 20
• Alcohol-related crimes will decrease among youth age 16 to 20
• Alcohol-related injuries or poisoning will decrease among youth age 16 to 20
• Prevalence of alcohol addiction will decrease among youth age 16 to 20