

**Program # 25095 - Oregon Partnership Community Response to Minor In Possession** **Version 6/11/2009 s**

**Priority:** Basic Needs **Lead Agency:** County Human Services  
**Program Offer Type:** Innovative/New Program **Program Contact:** Karl Brimner  
**Related Programs:**  
**Program Characteristics:**

**Executive Summary**

The Oregon Partnership Community Response to Minor In Possession will engage youth to create media messages with the purpose of influencing community attitudes and norms to reduce underage drinking. Piloted in two high schools served by the Schools Uniting Neighborhoods (SUN) Service System surrounding neighborhoods, saturated with approximately 10,000 messages countering stereotypes of teen alcohol use with actual local usage survey data. The campaign will increase community awareness of Minor in Possession (MIP) enforcement policies by ensuring representation from targeted neighborhoods in MIP strategy meetings and including MIP enforcement updates in campaign messages.

**Program Description**

40 participating youth will create broadcast and print materials to raise awareness and help parents and community members keep their kids safe, healthy and alcohol-free. Campaign messages will counter common misperceptions that sustain underage alcohol use. Youth at two Portland Schools Uniting Neighborhoods (SUN) Community high schools will gather data from fellow students and community members about youth alcohol use. Using research results, they will educate the community about its actual norms of health, as well as the pervasiveness of localized alcohol advertising. In each neighborhood, the campaign will conduct three surveys and one focus group; distribute approximately 1,000 posters, 3,000 flyers, mailers and tip cards; 1,000 promotional items; run paid and pro-bono advertising on radio and in print; train students to conduct educational presentations to incoming freshman; conduct combined community meetings partnering with the joint task force created in 2007 to strengthen consequences of Minor in Possession (MIP) citations. Neighborhood MIP task force meetings will focus on the development of short and long-term strategies for MIP diversion and assist in planning an MIP community service hours project to be piloted within the SUN system.

**Program Justification**

The campaign to respond to minor in possession is a universal environmental prevention strategy designed to address community attitudes on underage drinking which extends a current campaign, Face It Parents, launched by Oregon Partnership (OP) in 2005 and targets youth and segments of the neighborhood population with uniquely tailored messages and interventions. This campaign builds upon OP's current collaboration with the SUN Service System and Portland Public Schools on a community project within the Marshall High School cluster. It is a "social norms" strategy emphasizing communities' responsibility to create policies that maintain a healthy and safe environment and recommending that changes in policy and enforcement include collaboration with community partners. This collaborative approach aligns with the MIP Task Force recommendation that any regulatory action be part of a comprehensive community plan to change community norms and expectations.

**Performance Measures**

Measure Type	Primary Measure	Previous Year Actual (FY07-08)	Current Year Purchased (FY08-09)	Current Year Estimate (FY08-09)	Next Year Offer (FY09-10)
Output	Students recruited and trained (total 2 schools) <sup>1</sup>	0	0	0	40
Outcome	Decrease alcohol use by high school students in 2 schools (average) <sup>2</sup>	0.0%	0.0%	0.0%	5.0%
Output	Distribute campaign materials in 2 schools and 2 neighborhoods <sup>3</sup>	0	0	0	10,000
Outcome	Increase in accurate perceptions of peer alcohol use <sup>*4</sup>	0.0%	0.0%	0.0%	10.0%

**Performance Measure - Description**

This is a new program, so there are no previous year or current year measures. Number of HS Students recruited and trained: 20 per high school to survey high school students and community members and to assist with creation of media campaign materials. <sup>2</sup> Decrease average alcohol use by 5% among students at both high schools, as determined by results of student survey. <sup>3</sup> 5,000 Campaign materials per neighborhood: posters, flyers, promotional items. <sup>\*4</sup> Increase accurate perceptions by 10% among students, parents and community members about the percentage of students who are not using alcohol, as determined by analysis of survey results.

**Legal/Contractual Obligation**

None.

**Revenue/Expense Detail**

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
	2009	2009	2010	2010
<b>Program Expenses</b>				
Contracts	\$0	\$0	\$100,000	\$0
Subtotal: Direct Exps:	<b>\$0</b>	<b>\$0</b>	<b>\$100,000</b>	<b>\$0</b>
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Total GF/non-GF:	<b>\$0</b>	<b>\$0</b>	<b>\$100,000</b>	<b>\$0</b>
Program Total:	<b>\$0</b>		<b>\$100,000</b>	
Program FTE	0.00	0.00	0.00	0.00
<b>Program Revenues</b>				
Program Revenue for Admin	\$0	\$0	\$0	\$0
<b>Total Revenue:</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

**Explanation of Revenues**

County General Fund - \$100,000

**Significant Program Changes****Last year this program was:**

This is a new program offer for fiscal year 2009-2010 that is funded 100% by County General Funds. Therefore there will be no Cost-of-Living (COLA) increase over last fiscal year.