Annual Report
2017

For More Information, Contact 5C At:

www.claytoncountyccc.weebly.com

www.facebook.com/ClaytonCountyCCC

claytoncountyccc@gamil.com
Mission: To make a difference in the community through initiatives and education.

Vision: A community where positive decisions lead to healthy lifestyles.

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Logic Models provide a “if this is addressed, this should change” approach to addressing local concerns. The above sample was utilized by the coalition to develop an alcohol and tobacco logic model for the coalition. These logic models are reviewed regularly, added to as needed, to address the local conditions of the community.
5C Coalition Annual Report 2017

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Alcohol Logic Model

Problem: Underage Drinking & Adult Binge Drinking

Root Cause:
- Community Norms
  - Community celebrations do not have alcohol serving policies (carding, designated area, serving size, etc.)
  - Youth are at risk of being negatively influenced at a young age
- Access
  - Youth buying at alcohol retailers
  - Adults provide alcohol at locations for underage parties
  - Near peers and older siblings provide alcohol at unsupervised parties
- Enforcement
  - Alcohol retailers overserve adults
  - Updated codes/laws are not reviewed on a regular basis
  - Law Enforcement, Juvenile Court Services, & School do not understand each other’s roles when youth are involved in an alcohol related incident

Local Conditions:
- Community celebrations do not have alcohol serving policies (carding, designated area, serving size, etc.)
- Youth are at risk of being negatively influenced at a young age
- Underage drinking at public campgrounds
- Underage drinking at sandbars/rivers
- Youth buying at alcohol retailers
- Adults provide alcohol at locations for underage parties
- Near peers and older siblings provide alcohol at unsupervised parties
- Alcohol retailers overserve adults
- Updated codes/laws are not reviewed on a regular basis
- Law Enforcement, Juvenile Court Services, & School do not understand each other’s roles when youth are involved in an alcohol related incident
Alcohol Data

**What the DATA says about Underage Drinking and Adult Binge Drinking**

Problem: Underage Drinking and Adult Binge Drinking

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>county 11th grade report &quot;In the past 30 days, have you had at least one drink of alcohol (glass, bottle or can of beer, glass of wine, liquor, or mixed drink)?&quot; at __%</td>
<td>23%</td>
<td>N/A</td>
<td>21%</td>
<td>N/A</td>
</tr>
<tr>
<td>Adult Excessive Drinking</td>
<td>33%</td>
<td>33%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td># Minor in Possession (Possession under the legal age) (18-20)</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td># Public Intoxication (18+)</td>
<td>14</td>
<td>21</td>
<td>12</td>
<td>N/A</td>
</tr>
<tr>
<td># OWI (18+)</td>
<td>30</td>
<td>33</td>
<td>34</td>
<td>N/A</td>
</tr>
<tr>
<td># BWI</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td># .02 Violation (Avg BAC: 0.06)</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td># OWI (17 and under)</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

**Youth Focus Group (1 at 3 school districts)**

Question: “In the past 30 days, do you know a youth who has had 5 or more drinks of alcohol in one sitting?”

Answer:

- Students report youth drinking alcohol at their own house and going out of town to drink
- Students that they do not feel that drinking is that big of an issue at their school. They do not see much peer pressure to drink or smoke. After talking for a bit, students did say people do go to other communities to parties.
- Most students in the focus group answered yes, that they knew of someone who had 5 or more drinks in one sitting in the last 30 days. Students stated that most of the drinking is taking place in cars, “booze cruise”, at a party at someone’s home, in the country.
**What the DATA says about Underage Drinking and Adult Binge Drinking - Community Norms**

**Underage Drinking and Adult Binge Drinking** – Root Cause: Community Norms

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2014</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>County 11th grade report wrong, very wrong - “How wrong would most of the students in your school (not just your best friends) feel it would be for you to: Drink beer, wine, or hard liquor (for example vodka, whiskey, gin)?” at ___%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>County 11th grade report wrong, very wrong - “How wrong would most of the students in your school (not just your best friends) feel it would be for you to: Go to a party where kids under 21 were using alcohol?” at ___%</td>
<td>30%</td>
<td>36%</td>
</tr>
<tr>
<td>County 11th grade report wrong, very wrong – “How wrong would your parents/guardians feel it would be for you to: Drink beer, wine or hard liquor (for example vodka, whiskey, gin) without their permission?” at ___%</td>
<td>78%</td>
<td>74%</td>
</tr>
<tr>
<td>County 11th grade report wrong, very wrong – “How wrong would your parents/guardians feel it would be for you to: Go to a party where kids under 21 were using alcohol?” at ___%</td>
<td>82%</td>
<td>83%</td>
</tr>
<tr>
<td>County 11th grade report great risk, moderate risk – “How much do you think you risk harming yourself (physically or otherwise) if you: Drink 3 or more drinks of alcohol (glasses, cans, bottles of beer; glasses of wine, liquor, or mixed drinks) nearly every day?” at ___%</td>
<td>74%</td>
<td>69%</td>
</tr>
</tbody>
</table>

**Youth Focus Group (1 at 3 school districts)**

**Question:** “What does alcohol use in your community look like?”

**Answer:**

- **Alcohol** – Students report that youth are drinking and want others to drink at parties. Mix between parents not liking youth using and don’t care if they do. Some youth report that parents won’t stop without serious repercussions. Drinking occurs at friend’s houses. Some parents support their child’s opinion to drink alcohol. Kids find it easy to access, and parents aren’t strict enough/don’t care. **Tobacco** – Spending money they don’t have on cigarettes.

- Students reported they see drinking in restaurants, bars and at home with parents. Sometimes the parents know about parties and sometimes they do not. Some community events have alcohol, the students could not think of very many. Mostly students stated that the college age kids are at parties.

- Students replied that there is a lot of smoking and vaping going on, even during classes at school. Students are good at hiding it, and teachers are not paying attention to it. Chew seems to be common with students also. Student replied they see a lot of smoking in the community as a whole. Younger people do more vaping and chewing than smoking. They see more adults smoking. Vaping products are easy to get online if you are not of age. Students reported that people of age are willing to purchase for...
underage students. Friend of a friend will offer it. Students stated that all ages in their community use alcohol. Starting age is usually around 12-14 years old. Students stated they are not seeing a lot of peer pressure to drink, people just do it. They do not see adults trying to get other adults to drink.

Question: “Do you think adults in the community approve of underage drinking?”
Answer:
- Mixed response from the youth. Yes, adults buy for their kids and have the impression they don’t care about their child. Parents or friends will buy alcohol or tobacco for them. Also believe adults in the community approve of youth use because of how many kids do use. They also report that parents don’t care as long as the youth stay at the place or have a DD. Others believe no because adults are aware of the consequences. Also think they don’t approve of youth using drugs but aren’t strict on where the youth are at.
- Students thought the majority of adults do not approve of underage drinking. Some parents know and do not really care. Students thought the acceptance of drinking ranked at a 4-6, but that tobacco use ranked at a 1, meaning they disapprove a lot. Students stated they did not see a lot of tobacco use among the students. After talking, they did say there is vaping going on more. Some of the parents know about the vaping. Students report they see adults in the community smoking in their cars.
- Students commented that the adults in the community are okay with a little drinking from the underage kids. They agree that the adults are not open to the binge drinking of students. Students stated they feel the adult perception of drinking is more open than the use of tobacco, with alcohol being a 6 out of 10 and tobacco being a 4 out of 10, when talking about acceptance. Students report some adults at restaurants drinking

Adult Focus Group (1 at 3 school districts)
Question: “What does alcohol use in your community look like?”
Answer:
- About average, although the adults think students are more cautious of the risks to their future if they get caught. Alcohol use is more when going out with friends. Tobacco use is limited. Drinking and parties more common at surrounding school districts. Mostly adults and people of legal age are using these products. Adults report mild use.

Question: “Do you think adults in the community approve of underage drinking?”
Answer:
- Adults responded that they are mostly unsure of the community approving of underage drinking/tobacco use. Some thought tobacco is more accepted than alcohol use.
**What the DATA says about Underage Drinking and Adult Binge Drinking – Access**

**Underage Drinking and Adult Binge Drinking - Root Cause: Access**

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2014</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>County 11th grade students report 'easy, very easy' when answering &quot;In your neighborhood or community, how difficult do you think it would be for a kid your age to get alcohol&quot;</td>
<td>75%</td>
<td>77%</td>
</tr>
</tbody>
</table>

**Youth Focus Group (1 at 3 school districts)**

Question: “How difficult do you think it would be for a kid to get alcohol?”

Answer:
- Mostly not hard to get – friends over age will purchase and if their parents do it, they can usually get it from them.
- Alcohol- Students state it is very easy to get alcohol if they want it. Older friends, in HS or out of HS, at their own house, but really form businesses. Tobacco- Students state that is easier than alcohol, since vaping items can be purchased online. 18 year olds can purchase it. Parents are not sharing tobacco items with students.
- Students state that it is not difficult to get alcohol or tobacco. Youth take alcohol at home, with or without permission from parents, use a fake ID, some parents willingly give it to underage people.

Question: “What are some sources a youth may get alcohol from?”

Answer:
- Parents or through friends, older kids and friends, friends of parents, college friends
- Older students, older siblings, parents (with or without knowledge), Alcohol they rated at a 9 out of 10 for ease, Tobacco they rate a 10 out of 10 for ease
- Older siblings will purchase it, some gas stations and bars do not ID, so it is easy to purchase there. Students report they are aware of 2-4 businesses in the county they can easily get alcohol or tobacco products at. Students reported that parents don’t care or don’t’ notice when alcohol is taken from home.

**Adult Focus Group (1 at 3 school districts)**

Question: “How difficult do you think it would be for a kid to get alcohol?”

Answer:
- Not difficult at all, and probably not as hard as the adults would like it to be. Access would also depend on their home situation and environment.

Question: “What are some sources a youth may get alcohol from?”

Answer:
- Older kids they are friends with, relatives, older classmates over 21, family or home, unsupervised houses with alcohol available - Probably some parents don’t think it’s a big deal.
What the DATA says about Underage Drinking and Adult Binge Drinking - Enforcement

Underage Drinking and Adult Binge Drinking - Root Cause: Enforcement

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2014</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law Enforcement Survey: Are you more likely to: take their beer and let them go (warn and let go), refer to JCS, warn and contact parents, other</td>
<td></td>
<td></td>
<td>100% Refer to JCS</td>
</tr>
<tr>
<td>11th grade county students report agree, strongly agree - “How much do you agree or disagree that each of the following statements is true?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) In my school: There are clear rules about what students can and cannot do” at ___%</td>
<td>a) 83%</td>
<td>b) 61%</td>
<td></td>
</tr>
<tr>
<td>b) In my school: The school principal and teachers consistently enforce school rules. ” at ___%</td>
<td>b) 77%</td>
<td>c) 86%</td>
<td></td>
</tr>
<tr>
<td>c) In my school: Students caught drinking, smoking, or using an illegal drug are not allowed to participate in any extracurricular activity for some time period.” at ___%</td>
<td>c) 88%</td>
<td>d) 88%</td>
<td></td>
</tr>
<tr>
<td>d) In my school: If I got in trouble at school for breaking a rule, at least one of my parents/guardians would support the school’s disciplinary action.” at ___%.”</td>
<td>d) 88%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Mission: To make a difference in the community through initiatives and education.
Vision: A community where positive decisions lead to healthy lifestyles.
**Tobacco Data**

*What the DATA says about Youth Tobacco Use*

**Problem: Youth Tobacco Use**

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>county 11th grade report &quot;In the past 30 days, on how many days have you: Smoked cigarettes?&quot; at ___%</td>
<td>9%</td>
<td>N/A</td>
<td>5%</td>
<td>N/A</td>
</tr>
<tr>
<td>county 11th grade report “In the past 30 days, on how many days have you: Used smokeless tobacco (chewing tobacco, snuff, plug, dipping tobacco, snus) ?” at ___%</td>
<td>4%</td>
<td>N/A</td>
<td>6%</td>
<td>N/A</td>
</tr>
<tr>
<td>county 11th grade report “In the past 30 days, on how many days have you used e-cigarettes (vape-pens, hookah-pens, e-hookahs, e-cigars, e-pipes, personal vaporizers or mods) ?” at ___%</td>
<td>No Data – Question not asked</td>
<td>N/A</td>
<td>6%</td>
<td>N/A</td>
</tr>
<tr>
<td># of Minor in Possession Tobacco</td>
<td>14</td>
<td>5</td>
<td>3</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*What the DATA says about Youth Tobacco Use – Access*

**Youth Tobacco Use - Root Cause: Access**

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2014</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>County 11th grade students report 'easy, very easy' when answering &quot;In your neighborhood or community, how difficult do you think it would be for a kid your age to get cigarettes?&quot;</td>
<td>75%</td>
<td>77%</td>
</tr>
</tbody>
</table>

**Youth Focus Group (1 at 3 school districts)**

Question: “How difficult do you think it would be for a kid to get tobacco?”

Answer:
- Mostly not hard to get – friends over age will purchase and if their parents do it, they can usually get it from them.
- Alcohol- Students state it is very easy to get alcohol if they want it. Older friends, in HS or out of HS, at their own house, but really form businesses. Tobacco- Students state that is easier than alcohol, since vaping items can be purchased online. 18 year olds can purchase it. Parents are not sharing tobacco items with students.

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Students state that it is not difficult to get alcohol or tobacco. Youth take alcohol at home, with or without permission from parents, use a fake ID, some parents willingly give it to underage people.

Question: “What are some sources a youth may get tobacco from?”
Answer:
- Parents or through friends, older kids and friends, friends of parents, college friends
- Older students, older siblings, parents (with or without knowledge), Alcohol they rated at a 9 out of 10 for ease, Tobacco they rate a 10 out of 10 for ease
- Older siblings will purchase it, some gas stations and bars do not ID, so it is easy to purchase there. Students report they are aware of 2-4 businesses in the county they can easily get alcohol or tobacco products at. Students reported that parents don’t’ care or don’t’ notice when alcohol is taken from home.

Adult Focus Group (1 at 3 school districts)
Question: “How difficult do you think it would be for a kid to get tobacco?”
Answer:
- Not difficult at all, and probably not as hard as the adults would like it to be. Access would also depend on their home situation and environment.

Question: “What are some sources a youth may get tobacco from?”
Answer:
- Older kids they are friends with, relatives, older classmates over 18, family or home - Probably some parents don’t think it’s a big deal.

What the DATA says about Youth Tobacco Use – Community Norms

Youth Tobacco Use - Root Cause: Community Norms

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>county 11th grade report wrong, very wrong - “How wrong would most of the students in your school (not just your best friends) feel it would be for you to: smoke cigarettes?” at ____%</td>
<td>62%</td>
<td>N/A</td>
<td>67%</td>
<td>N/A</td>
</tr>
<tr>
<td>county 11th grade report wrong, very wrong – “How wrong would most adults in your neighborhood and/or community feel it would be for you to: smoke cigarettes?” at ____%</td>
<td>88%</td>
<td>N/A</td>
<td>90%</td>
<td>N/A</td>
</tr>
<tr>
<td>% of adults that smoke</td>
<td>17%</td>
<td>17%</td>
<td>16%</td>
<td>16%</td>
</tr>
</tbody>
</table>

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Youth Focus Group (1 at 3 school districts)

Question: “What does tobacco use in your community look like?”

Answer:

- Alcohol – Students report that youth are drinking and want others to drink at parties. Mix between parents not liking youth using and don’t care if they do. Some youth report that parents won’t stop without serious repercussions. Drinking occurs at friend’s houses. Some parents support their child’s opinion to drink alcohol. Kids find it easy to access, and parents aren’t strict enough/don’t care. Tobacco – Spending money they don’t have on cigarettes.
- Students reported they see drinking in restaurants, bars and at home with parents. Sometimes the parents know about parties and sometimes they do not. Some community events have alcohol, the students could not think of very many. Mostly students stated that the college age kids are at parties.
- Students replied that there is a lot of smoking and vaping going on, even during classes at school. Students are good at hiding it, and teachers are not paying attention to it. Chew seems to be common with students also. Student replied they see a lot of smoking in the community as a whole. Younger people do more vaping and chewing than smoking. They see more adults smoking. Vaping products are easy to get online if you are not of age. Students reported that people of age are willing to purchase for underage students. Friend of a friend will offer it. Students stated that all ages in their community use alcohol. Starting age is usually around 12-14 years old. Students stated they are not seeing a lot of peer pressure to drink, people just do it. They do not see adults trying to get other adults to drink.

Question: “Do you think adults in the community approve of underage tobacco use?”

Answer:

- Mixed response from the youth. Yes, adults buy for their kids and have the impression they don’t care about their child. Parents or friends will buy alcohol or tobacco for them. Also believe adults in the community approve of youth use because of how many kids do use. They also report that parents don’t care as long as the youth stay at the place or have a DD. Others believe no because adults are aware of the consequences. Also think they don’t approve of youth using drugs but aren’t strict on where the youth are at.
- Students thought the majority of adults do not approve of underage drinking. Some parents know and do not really care. Students thought the acceptance of drinking ranked at a 4-6, but that tobacco use ranked at a 1, meaning they disapprove a lot. Students stated they did not see a lot of tobacco use among the students. After talking, they did say there is vaping going on more. Some of the parents know about the vaping. Students report they see adults in the community smoking in their cars.
- Students commented that the adults in the community are okay with a little drinking from the underage kids. They agree that the adults are not open to the binge drinking of students. Students stated they feel the adult perception of drinking is more open than the use of tobacco, with alcohol being a 6 out of 10 and tobacco being a 4 out of 10, when talking about acceptance. Students report some adults at restaurants drinking...
Adult Focus Group (1 at 3 school districts)
Question: “What does tobacco use in your community look like?”
Answer:
- Adults think students are more cautious of the risks to their future if they get caught.
  Tobacco use is limited. Mostly adults and people of legal age are using these products.
  Adults report mild use.

Question: “Do you think adults in the community approve of underage tobacco use?”
Answer:
- Adults responded that they are mostly unsure of the community approving of underage tobacco use. Some thought tobacco is more accepted than alcohol use.

What the DATA says about Youth Tobacco Use – Enforcement

Root Cause: Enforcement

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law Enforcement Survey: Are you more likely to: take their tobacco and let them go (warn and let go), charge or cite the youth, warn and contact parents, other</td>
<td>N/A</td>
</tr>
<tr>
<td>School Survey: “how many times in the past year you have had to utilize the good conduct policy in relation to tobacco use?”</td>
<td>N/A</td>
</tr>
</tbody>
</table>

(Note: The evaluation team is working on gathering more information regarding this data point. Stay tuned!)
Alcohol Local Conditions & How 5C is Working to Address Them
Underage Drinking – Community Norms – Local Conditions:

Community celebrations do not have alcohol serving policies (carding, designated area, serving size, etc.)

<table>
<thead>
<tr>
<th>Question/Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does the city have an alcohol serving policy for their events? (Y/N)</td>
</tr>
<tr>
<td>Do event organizers have an alcohol serving policy for their events? (Y/N)</td>
</tr>
<tr>
<td>Is the policy reviewed with staff/volunteers? (Y/N)</td>
</tr>
<tr>
<td>Is the policy enforced? (Y/N)</td>
</tr>
</tbody>
</table>

The Evaluation Committee has gathered a list of Community Events (20 of which serve alcohol). In 2018, 5C will reach out to these events to discuss alcohol serving policies, ID Scanner, and directional signs.

What Can 5C Do?
- Alcohol Underage and Binge Drinking Signs at Events (temporary & permanent)
- Loan ID Scanner for Checking IDs
- List of Best Practices for Serving Alcohol at Community Events
- Directional Signs with Drug Facts

What 5C Did in 2017:
- Directional Signs with Drug Facts were displayed at 5Ks Across the County

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5C Coalition Annual Report 2017

Underage Drinking – Community Norms – Local Conditions:

Youth are at risk of being negatively influenced at a young age

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Number of alcohol advertisements through media (tracked through Alcohol Ad Challenge)</td>
<td>28/student/week</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2) “Does the media influence your decision to drink alcohol underage?”</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

What Can 5C Do?

- Promote “What do you throw away” media campaign (posters, table tents, radio ads, popcorn bag stickers)
- Hidden In Plain Sight focuses on underage alcohol use (among other drug topics)
- Host Postcard Contest

What 5C Did in 2017:

- Media Campaign (Posters, screensavers, Facebook Ads, Radio, Table Tents, Popcorn Bag Stickers)
- Middle School Field Day
- Riskopoly Display
- Hidden In Plain Sight
- Postcard Contest with theme “Alcohol Free”
- Presentation at the Safety Fair on Alcohol
Underage Drinking – Community Norms – Local Conditions:

### Underage drinking at public campgrounds

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1) “Do you have a policy at your public campground?” (Y/N) – next page</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Monona – listed on website, Elkader – listed at campground, County – on form for camping fee</td>
</tr>
<tr>
<td>Only location of public campgrounds: (Monona, Elkader, County)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) # of underage incidents involving alcohol at public campgrounds</td>
<td>Monona: Elkader: 0 County: 0</td>
<td>Monona: Elkader: 0 County: 0</td>
<td>Monona: Elkader: 0 County: 0</td>
<td>Monona: 0 Elkader: 0 County: 1</td>
</tr>
</tbody>
</table>

Evaluation Committee gathered rules from Elkader, Monona, and County for public campgrounds.

No activity has been done under this condition.
Underage Drinking – Community Norms – Local Conditions:

**Underage drinking at sandbars/rivers**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td># of underage incidents involving alcohol at sandbars/rivers on the Mississippi River</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>2 warnings to underage; 5 tested for BWI, adult, all negative; checked 8-10 underage and all were negative results</td>
</tr>
<tr>
<td>Environmental Scan of observations on what goes on at the sandbar on the Mississippi River</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

**What Can 5C Do?**

- Informational cards on enforcing impaired driving laws
- Support safety checkpoints and river saturation patrols

**What 5C Did in 2017:**

- Partnered with Clayton County Sheriff’s Office to implement safety checkpoints and river saturation points
- Informational cards on enforcing impaired driving laws
- Facebook posts on holiday celebrations and related laws
Underage Drinking – Access - Local Conditions:

Youth Buying at Alcohol Retailers

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) (Year) _<strong>% compliance rate (</strong>/__) as reported by Law Enforcement Partners</td>
<td>99%</td>
<td>96%</td>
<td>90%</td>
<td>96%</td>
</tr>
<tr>
<td></td>
<td>79/80</td>
<td>25/26</td>
<td>79/88</td>
<td>50/52</td>
</tr>
<tr>
<td>2) Survey/Key Informant Question &quot;Reason for Failure&quot;</td>
<td>N/A</td>
<td>N/A</td>
<td>2 – No</td>
<td>2 – No</td>
</tr>
<tr>
<td>ID Asked For?</td>
<td></td>
<td></td>
<td>7 - No</td>
<td>2 - No</td>
</tr>
<tr>
<td>Age Asked For?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Year) IYS - During the past 30 days, did you get alcohol from (county 11th grade):</td>
<td>3%</td>
<td>N/A</td>
<td>1%</td>
<td>N/A</td>
</tr>
<tr>
<td>a. &quot;I Bought It&quot;: ___%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Youth Focus Group (1 at 3 school districts)
Question: “Do you know of retailers that sell to youth?”
Answer:
- Mixture of no & yes
- Not many retailers in the area provide to younger students, only could think of 1 possibility.
- Students report they are aware of 2-4 businesses in the county they can easily get alcohol or tobacco products at.

What Can 5C Do?
- Partner with law enforcement to support alcohol compliance checks
- Signage about checking IDs
- Promote ID Scanner Use
- Promote Responsible Beverage Server Training
- New Hire Brochure

What 5C Did in 2017:
- Partner with Clayton County Sheriff’s Office to complete periodic alcohol compliance checks
- Press release on compliance rate
- Certificates to retailers who passed a compliance check
- Underage signs to post at retailers
- Promote Responsible Beverage Server Training
- Develop New Hire Brochures
- Facebook posts on raising the alcohol tax
- Newspaper ads about checking IDs

Mission: To make a difference in the community through initiatives and education.
Vision: A community where positive decisions lead to healthy lifestyles.
Underage Drinking – Access - Local Conditions:

Adults provide alcohol at locations for underage parties

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Year) IYS - During the past 30 days, did you get alcohol from (county 11th grade):</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Got it from a Parent: %</td>
<td>8%</td>
<td>N/A</td>
<td>5%</td>
<td>N/A</td>
</tr>
<tr>
<td>f. Friend over 21 gave it to me: %</td>
<td>6%</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td># of State Social Host penalties in Clayton County</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Youth Focus Group (1 at 3 school districts)
Question: “Is it easy to access alcohol?”
Answer:
- Yes & No – Can get if from their parent’s fridge or stealing from job they work at
- Very easy – from friends and family
- Students were very vocal on how easy it is to get alcohol.

Question: “What does that party look like?”
Answer:
- Kegs of beer, lots of underage drinkers with no adult supervision, drugs and alcohol being used by minors, binge drinking and competitive
- Parties typically have no parents at them. At a house, parents don’t always know about the party. Games, bonfire, drinking, music. Some people attempt to drive. At times the host will intervene and let people stay the night if they cannot drive.
- Parties consist of drinking, smoking, playing games, kissing, sex, bonfire, music. Students stated that if someone is passed out, the host will usually let someone stay, take their keys or make sure they have a DD to take them home.

Adult Focus Group (1 at 3 school districts)
Question: “Is it easy to access alcohol?”
Answer:
- Adult report that if you know the right people you can get anything but the ID’ing of people is pretty good.

Question: “What does that party look like?”
Answer:
- Loud music, red cups, drinking games. Maybe at pond or field of kid. Parents may or may not know. Looks good from the youth’s perspective.

What Can 5C Do?
- Link to the Mannequin Challenge Video “Party Your Life Away”
- Help Plan Neighborhood Night Out
- Table Tents on Social Host for Businesses

What 5C Did in 2017:
- Drafted a Social Host Ordinance
- Mannequin Challenge – “Party Your Life Away” – assembly at schools, links to articles, coverage by news outlets
- Neighborhood Night Out
- Opinion Poll on Social Hosting
- Newspaper ads for “Those Who Host” Media Campaign
- Table Tents on current social host law

Mission: To make a difference in the community through initiatives and education.
Vision: A community where positive decisions lead to healthy lifestyles.
Underage Drinking – Access - Local Conditions:

**Near peers and older siblings provide alcohol at unsupervised parties**

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>During the past 30 days, did you get alcohol from (county 11th grade):</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Friend under 21 gave it to me:</td>
<td>6%</td>
<td>N/A</td>
<td>3%</td>
<td>N/A</td>
</tr>
<tr>
<td># of State Social Host penalties in Clayton County</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Youth Focus Group (1 at 3 school districts)**

Question: “Is it easy to access alcohol?”

Answer:
- Yes & No – Can get if from their parent’s fridge or stealing from job they work at
- Very easy – from friends and family
- Students were very vocal on how easy it is to get alcohol.

Question: “What does that party look like?”

Answer:
- Kegs of beer, lots of underage drinkers with no adult supervision, drugs and alcohol being used by minors, binge drinking and competitive
- Parties typically have no parents at them. At a house, parents don’t always know about the party. Games, bonfire, drinking, music. Some people attempt to drive. At times the host will intervene and let people stay the night if they cannot drive.
- Parties consist of drinking, smoking, playing games, kissing, sex, bonfire, music. Students stated that if someone is passed out, the host will usually let someone stay, take their keys or make sure they have a DD to take them home.

**What Can 5C Do?**
- Link to the Mannequin Challenge Video “Party Your Life Away”
- Support Post Prom & Youth Game Night
- Table Tents on Social Host for Businesses

**What 5C Did in 2017:**
- Mannequin Challenge – “Party Your Life Away” – assembly at schools, links to articles, coverage by news outlets
- Newspaper ads for “Those Who Host” Media Campaign
- Table Tents on current social host law
- Support Post Proms
- Host Youth Game Night
Underage Drinking – Access - Local Conditions:

**Alcohol retailers overserve adults**

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>OWI reports – Place of last drink records</td>
<td>Working on details to obtain records</td>
</tr>
<tr>
<td>“Does the establishment have a policy/procedure to deny service to an intoxicated person?”</td>
<td>Confirmed 1 business has policy</td>
</tr>
<tr>
<td>“If you do not, how does the establishment manage intoxicated people?”</td>
<td></td>
</tr>
<tr>
<td>“What would be useful in a policy regarding this procedure?”</td>
<td></td>
</tr>
</tbody>
</table>

**What Can 5C Do?**

- Provide New Hire Brochures for New Employees
- Connect Retailers with Trainer for Responsible Beverage Server Training

**What 5C Did in 2017:**

- New Hire Brochures
- Promote Responsible Beverage Server Training
Underage Drinking – Enforcement – Local Conditions:

**Updated codes are not reviewed on a regular basis by law enforcement**

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>After 90 days from law change taking effect - Are you familiar/aware with</td>
<td></td>
</tr>
<tr>
<td>this law: (list changes)</td>
<td>25% - No</td>
</tr>
<tr>
<td></td>
<td>75% - Yes</td>
</tr>
<tr>
<td>After 90 days from law change taking effect - How did you find out about</td>
<td>Updates via email, other officers, law</td>
</tr>
<tr>
<td>this change in law?</td>
<td>update sent out by the state</td>
</tr>
<tr>
<td>Do you provide training or review laws on alcohol usage to all employees in</td>
<td></td>
</tr>
<tr>
<td>your department?</td>
<td>42.9% - Yes</td>
</tr>
<tr>
<td></td>
<td>42.9% - No</td>
</tr>
<tr>
<td></td>
<td>14.3% Depends on the law</td>
</tr>
<tr>
<td>Are you aware of the social host law?</td>
<td>85.7% - Yes</td>
</tr>
<tr>
<td></td>
<td>14.3% - Maybe</td>
</tr>
</tbody>
</table>

No activities done under this condition.

**LE, JCS, School do not understand each other’s roles when youth are involved in an alcohol related incident**

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask law enforcement, schools, and juvenile court services – “Are you aware</td>
<td>Scale 1(low)-5(high)</td>
</tr>
<tr>
<td>of a written document outlining the roles of law enforcement, schools, and</td>
<td>LE: Avg. 4</td>
</tr>
<tr>
<td>juvenile court services when a youth is involved in an alcohol related</td>
<td></td>
</tr>
<tr>
<td>incident?”</td>
<td></td>
</tr>
<tr>
<td>“Does your agency have a policy/procedure to share with law enforcement,</td>
<td></td>
</tr>
<tr>
<td>schools, and juvenile court services when a youth is involved in an alcohol</td>
<td></td>
</tr>
<tr>
<td>related incident?”</td>
<td></td>
</tr>
</tbody>
</table>

**What Can 5C Do?**

- Meet with officials to discuss the referral process

**What 5C Did in 2017:**

- Developed a Minors in Possession flowchart
- Met with local groups to discuss referral process
- School presentations on laws and consequences

Mission: To make a difference in the community through initiatives and education.

Vision: A community where positive decisions lead to healthy lifestyles.
Tobacco Local Conditions & How 5C is Working to Address Them

Mission: To make a difference in the community through initiatives and education.
Vision: A community where positive decisions lead to healthy lifestyles.
Mission: To make a difference in the community through initiatives and education.

Vision: A community where positive decisions lead to healthy lifestyles.

Underage Tobacco use – Access - Local Conditions:

### Youth Buying at Tobacco Retailers

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) (Year) _<strong>% compliance rate (</strong>/__) as reported by Law Enforcement Partners</td>
<td>3 failed</td>
<td>2 failed</td>
<td>2 failed</td>
<td>N/A</td>
</tr>
<tr>
<td>2) Survey/Key Informant Question &quot;Reason for Failure&quot; ID Asked For? Age Asked For?</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Youth Focus Group (1 at 3 school districts)**

Question: “Do you know of retailers that sell to youth?”

Answer:
- Mixture of no & yes
- Not many retailers in the area provide to younger students, only could think of 1 possibility.
- Students report they are aware of 2-4 businesses in the county they can easily get alcohol or tobacco products at.

**What Can 5C Do?**
- Provide signage on checking IDs

**What 5C Did in 2017:**
- Informational posts (help a smoker quit,
- Newspaper ads on checking IDs

Underage Tobacco Use – Community Norms - Local Conditions:

### Youth see adults using tobacco products at school football field

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Scan</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Youth Focus Group (1 at 3 school districts)**

Question: “Do you see adults using tobacco products at the school football field?”

Answer:
- Students do not see adults smoking at the football field, but do see they are chewing tobacco.
- Some smokers around the football field, mostly in their cars
- Students report adults using cigarettes at football field.

**Adult Focus Group (1 at 3 school districts)**

Question: “Do you see adults using tobacco products at the school football field?”

Answer:
- Adults report not seeing any tobacco use at the school football field.

**No activities done under this condition.**
Underage Tobacco Use – Enforcement – Local Conditions:

**Youth use on school property**

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>County 11th grade students report “In the past 12 months, how often have you: Used cigarettes, smokeless tobacco (chewing tobacco, snuff, plug, dipping tobacco, snus), or e-cigarettes (vape-pens, hookah-pens, e-hookahs, e-cigars, e-pipes, personal vaporizers or mods) on school property or at a school event?”</td>
<td>7%</td>
</tr>
</tbody>
</table>

(Note: Question not asked before 2016)

**Youth Focus Group (1 at 3 school districts)**

Question: “Are youth using tobacco products on school property?”

Answer:
- Students report that youth use tobacco products at the football field, school bathroom between classes, smoking at their cars outside. Using school restrooms during lunch shifts together as a group and using vape pens/other illegal substances. Students report vape pens in students’ pockets, laptop cases, and lockers
- Not really that students can see.
- Students are using tobacco products on school property. In the parking lot, in the bathrooms, locker rooms and even during class when the teacher is not paying attention, or the teacher does not know what to look for.

**What 5C Did in 2017:**
- Developed a Minors in Possession flowchart

Underage Tobacco Use – Enforcement – Local Conditions:

**LE & School do not understand each other’s roles when youth are involved in an tobacco related incident**

<table>
<thead>
<tr>
<th>Question/Data</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask law enforcement, schools, and juvenile court services – “Are you aware of a written document outlining the roles of law enforcement, schools, and juvenile court services when a youth is involved in an alcohol related incident?”</td>
<td>Scale 1(low)-5(high) LE: Avg. 4</td>
</tr>
<tr>
<td>“Does your agency have a policy/procedure to share with law enforcement &amp; schools when a youth is involved in a tobacco related incident?”</td>
<td></td>
</tr>
</tbody>
</table>

**What 5C Did in 2017:**
- Developed a flowchart for charging a youth and what contacts would need to be made

Mission: To make a difference in the community through initiatives and education.

Vision: A community where positive decisions lead to healthy lifestyles.
Other 5C Initiatives/Activities 5C Has Supported or Conducted

- Homecoming Kickoff
- Attend Day on the Hill
- Prescription Drug Drop Off Day
- Pursuing Community Based Mentoring Program in the Clayton Ridge Area
- National Prevention Week Open House
- Quarterly Newsletter
- Clayton County Fair
- Family Bowling Night
- Promote World No Tobacco Day
- Promote Kick Butts Day
- Support MFL MarMac SODA Group & 5C Youth IMPACT Group in Clayton Ridge
- Recorded PSAs and played the ads on KCTN for Red Ribbon Week
- Promote Red Ribbon Week Activities (trivia, sponsorships, wearing red ribbons, proclamation signing,
- Drug Trends Community Meeting & NI Times news article
- Sponsored the Viewing of “Paper Tigers”
- Sponsor Youth Leadership Training at Four Mounds in Dubuque
- Supported Motivational Speaker for Clayton Ridge
- Host and Promote the Tag-It Contest
- General Group Meetings to Share 5C initiatives

How to Stay in Contact with the 5C Coalition

www.claytoncountyccc.weebly.com

www.facebook.com/ClaytonCountyCCC

claytoncountyccc@gamil.com
Thank You to 5C’s 2017 Event Sponsors

Breitbach Garage, North Buena Vista
Fidelity Bank & Trust, Guttenberg
Meuser Lumber Company, Guttenberg
Degnan-Green Insurance & Realty Service, Guttenberg
Browns - Guttenberg
People's State Bank - Guttenberg
Ihde's - Garnavillo
Freedom Bank, Elkader
Bodenstiener Implement, Elkader
American Family Insurance, Elkader
Moser's Pharmacy, Elkader
Treats on Bridge Street Bistro, Elkader
Celtic Touch Therapeutic Massage, Elkader
Premier Ag Systems, Elkader
Elkader Tax and Bookkeeping
Builder's First Source, Elkader
Farmers Saving Bank, Strawberry Point
Birdnow Chevrolet, Monona
Meyer Auto Service, Monona
D & J Feed Service, Monona
Northeast Iowa Telephone (NEIT), Monona
Kurt's Plumbing and Heating, Monona
Central Community Hospital, Elkader
Community Saving's Bank, Edgewood
KCTN FM 100.0/ AM 1400
Clayton County Law Enforcement Association

Mission: To make a difference in the community through initiatives and education.
Vision: A community where positive decisions lead to healthy lifestyles.
5C Coalition Annual Report 2017

5C Overview Infographic

Major Accomplishments

- Mannequin Challenge
- Diverse media campaigns and mediums
- National Night Out and Hidden in Plain Sight events

Community Engagement

- Responsible Beverage Server Training
- National Night Out
- Hidden in Plain Sight
- School presentations and activities

Resources Raised

- $58,444.54
- $2,142.00
- $1,435.40

Media Reach

- 2,012,905
- 29,730
- 4,788
- 494

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