

Action Plan Strategies

Strategies	Provide Information	Provide Support	Enhance/Reduce Barriers	Change the Physical Design
Activities	<ul style="list-style-type: none"> • Homecoming, Prom, New Year's, Parents Who Host Lose the Most, and Beach Week Campaigns (we will be able to provide brochures) • Provide information to youth about the legal consequences of being caught drinking at house parties • Send letters through the school system • Work with Youth Policy Council on PSA • Utilize social networking sites to reach out to youth. • Advertise on Dash and Metro buses • Produce and distribute Op eds and other media outreach • Provide information on SAPCA website 	<ul style="list-style-type: none"> • Support parents to have non-alcohol parties by providing ideas for alternative activities • Support retailer/vendor compliance checks (ABC or APD) • Promote the Tip line to report parties 	<ul style="list-style-type: none"> • Encourage parents to reduce access to alcohol in their homes • Create an information line w/ a contact person for parents to call if they are afraid their youth might be at risk for or abusing substance • Create a Youth text line- (coordinate with ACAP) 	<ul style="list-style-type: none"> • Sticker Shock Campaign • Community Youth Mapping – Have youth identify problematic areas where alcohol use is prevalent