

Underage Drinking Prevention Education Initiatives

(UADPEI)—an Initiative of the Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Substance Abuse Prevention

From research and program evaluation to partnership engagement and technical assistance at the national, state, and community levels, UADPEI supports SAMHSA in all aspects of health communications and outreach related to the prevention of underage drinking.

Partnership Engagement/Stakeholder Meetings

UADPEI engages stakeholders at all levels in supporting and implementing evidence-based prevention strategies, including environmental prevention and individually focused interventions. UADPEI regularly convenes meetings to solicit input from experts in the field on best practices in prevention, such as the five regional stakeholder meetings held in fiscal year (FY) 2011. UADPEI is planning in FY2013 to build a core group of national organizations that can champion underage drinking prevention among their constituents.

Town Hall Meetings

Every 2 years since 2006, SAMHSA—through UADPEI—has promoted Town Hall Meetings on preventing and reducing underage drinking and its consequences. SAMHSA encourages hundreds of community-based organizations nationwide to use this venue to raise public awareness of this public health issue and to mobilize communities around evidence-based prevention. More than 1,500 events took place in FY2012.

UADPEI provides host organizations with materials for planning, implementing, and evaluating events through the website www.stopalcoholabuse.gov/townhallmeetings. The site also includes customizable presentation materials, multimedia promotional materials, and access to technical assistance.

For the 2012 Town Hall Meetings, SAMHSA hosted two live and interactive national webcasts on community-based efforts leading to reductions in underage drinking—*Making the Grade on College Drinking Prevention* (conducted on SAMHSA Prevention Day) and *Getting to Outcomes in Underage Drinking Prevention* (broadcasted as part of National Prevention Week). Both webcasts are archived on the Town Hall Meeting site.

Supporting SAMHSA's Strategic Initiatives

Goal 1: Prevention of Substance Abuse and Mental Illness

Goal 1.1: With primary prevention as the focus, build emotional health, prevent or delay onset of, and mitigate symptoms and complications from substance abuse and mental illness.

Goal 1.2: Prevent or reduce consequences of underage drinking and adult problem drinking.

Objective 1.2.1: To establish the prevention of underage drinking as a priority issue for states, tribal entities, colleges and universities, and communities.

State/Territory Videos Project

Initiated in 2006, this UADPEI project supports states and territories in producing short videos that showcase their underage drinking prevention efforts and accomplishments, resources, and opportunities for community involvement. Local video teams, organized by a National Prevention Network member, develop a script. UADPEI staff then provide onsite recording; video graphics, music, and editing; and rough and final cuts for SAMHSA and state/territory approval. The goal is for every state, the District of Columbia, and some territories to produce a video by the end of FY2013. SAMHSA features completed videos on a dedicated playlist at www.youtube.com/user/SAMHSA.



"Underage Drinking: It's an Adult Problem" (Colorado)

Conferences

SAMHSA presents posters, talks, and workshops at several national conferences each year to advance relationships with its partners and stakeholders, educate new audiences about research and practice, and raise awareness among all audiences of its underage drinking prevention mission and programs.

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Websites

This contract supports three websites providing information on the prevalence, consequences, and evidence-based prevention of underage drinking:

- www.stopalcoholabuse.gov, a comprehensive web portal to all materials developed by the 15 federal agencies of the Interagency Coordinating Committee on the Prevention of Underage Drinking (ICCPUD). SAMHSA is the lead agency for ICCPUD.

- www.toosmartostart.samhsa.gov, the website for Too Smart To Start, a public education initiative aimed at youth ages 11 to 18 and their parents, educators, and others in their community.
- www.bblocks.samhsa.gov, the website for *Building Blocks for a Healthy Future*, an early childhood substance abuse prevention program for the parents and educators of children ages 3 to 6.

Other Materials Development

UADPEI creates additional materials that support primary prevention of underage drinking. Examples of the kinds of support provided and related products follow:

Technical assistance

Preventing Underage Drinking Using the SAMHSA Strategic Prevention Framework and Getting To Outcomes® To Achieve Results, a manual on community-based environmental prevention (in process).



Outreach and education

Public service announcement, CBS Super Screen in Times Square, New York City, April–December 2011.



Ready, Set, Listen! online game in English and Spanish that encourages parents and children to talk about alcohol use.



Underage Drinking: Myths vs. Facts, one of the top 20 publications carried in the SAMHSA Store at <http://store.samhsa.gov>.

Building Blocks for a Healthy Future Kit, seven evidence-based and coordinated pieces to help parents and caregivers lay the foundation for a child's alcohol- and drug-free life. *Building Blocks* materials are among the top five products in the SAMHSA Store.

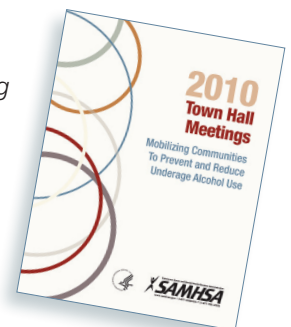


Interagency collaboration

Interactive panel, featuring touchscreen technology, developed for the Drug Enforcement Agency Museum's *Target America* traveling exhibit.

Program evaluation

2010 Town Hall Meetings: Mobilizing Communities To Prevent and Reduce Underage Alcohol Use, a multifaceted evaluation of the ways in which Town Hall Meetings raise public awareness and promote effective prevention efforts.



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