



APAC
AUSTIN POSITIVE ACTION COALITION

ATOD Prevention Planning & Implementation

The Planning and Implementation (P&I) grant is a five-year initiative that funds communities across Minnesota to develop strategies to prevent underage alcohol use. Austin Positive Action Coalition (APAC) was established in 2016 through this grant to build relationships with stakeholders while monitoring the progress toward shared objectives. APAC consists of representatives from 14 different sectors and uses a collaborative approach to reduce underage substance abuse. APAC partnered with schools and the Austin community using the Positive Community Norms (PCN) prevention model.

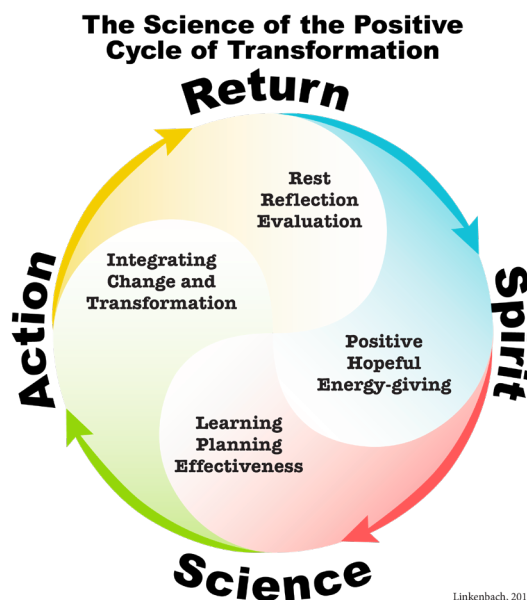
Our Prevention Approach

We envision safe and healthy communities free from substance abuse!

Rather than a problem-centered frame, we approach our work using **The Science of Positive Cycle of Transformation** model which includes a cycle of Spirit, Science, Action, and Return.

By focusing on growing the healthy, positive, protective factors that already exist in our communities, we are able to leverage systematic methods and evidenced-based strategies to reach our goals:

1. **Reduce underage alcohol use**
2. **Build community capacity**
3. **Foster youth leadership**



Core prevention activities

- Youth Group Leadership Activities**
- Positive Community Norm Campaign**
- Responsible Beverage Server Training**
- ATOD Curriculum Implementation**
- Compliance Checks**

SIMPLY TALK Campaign to encourage parent-youth conversations

Sticker SHOCK! Campaign to promote awareness of positive community norms

Austin Coalition on Wheels community events to promote fun alternative activities



We are encouraging conversations to reduce misperceptions about alcohol use.

“APAC is definitely making an impact with those youth and families who are ‘receptive’ to addressing this issue. Billboards & mailings help remind parents to talk to their kids and pay attention.” – Community member

96% of parents reported having communicated with their children about the importance of not using alcohol in the past 12 months (2018 Parent PCN Survey).

68% of students reported that they had never used alcohol (2019 Student PCN Survey).

More students reported discussing PCN messages in class (Student PCN Survey).

2019 **31%**

2017 **13%**

More students reported having conversations with their parents (Student PCN Survey).

2019 **25%**

2017 **10%**

We are creating opportunities for youth to engage in alternative activities.

“The community, not just the schools, need to do a better job of supporting positive events and activities for youth.”
- Community member

112 members of our youth group participated in leadership activities.

250+ middle school students participated in a free evening event.

263 volunteer hours for Community Service Projects in 2019-2020.

25 students participated in Sticker SHOCK! Environmental Change Strategy.

We are working to reduce access to alcohol.

We partner with law enforcement to encourage enforcement of Austin’s Social Host Ordinance.

162 people have completed Responsible Beverage Server Training.

31 compliance checks have been completed.

98% of parents reported not allowing their youth to drink alcohol at home (2018 Parent PCN Survey).

We are educating youth, teachers and the community about alcohol use.

232 community members engaged in Town Hall meetings.

53 PCN messages distributed.

1.8 billion impressions from billboard advertising.

2 million+ impressions from posters at local businesses.

98% of students reported having seen the Truth Is message (2019 Student PCN Survey).

