

TNP Alcohol Committee 12/8/21

Present: Anthony, Tory, Diamond, Diana, Margaret

1. Briefly discussed BMHS vaping response – kids talking about “greening out”
2. Reviewed minutes
3. Reviewed infobrief decisions
 - a. Still keep the overall 2018 data
 - b. Remove the binge drinking info – replace with current beliefs about binge drinking
 - c. Add data from our 2021 survey on the differences in drinking rates for kids whose parents disapprove and those who don’t disapprove
 - d. Add highest-risk populations / mental health relationship from this year’s survey

ACTION: Update infobrief (**Laila/Margaret/Nina**)

4. Debriefed holiday Liquor Stickers campaign
 - a. LS are in place at 10 package stores for the holiday season, thanks to deliveries by Eve, Aniella, Amy, Diana R, Margaret. We are recognizing each store on social media. Participating stores were receptive about the campaign and materials. They report that clients discuss the LS in positive terms, although often the stickers are talked about but not taken. This is primarily about raising awareness so conversation is a good outcome.
 - b. Blog post went out last week
<https://www.thenorwalkpartnership.org/post/liquor-stickers-raise-awareness-around-under-age-drinking-in-norwalk> and is on social media.
 - i. Please like and reshare
 - c. Press release was sent to The Hour, NoN, Daily Voice, Patch, but does not appear to have been published yet
 - i. **ACTION:** **Laila** will watch for post & resubmit if necessary
 - d. How can we maximize this?
 - i. Ask **Diana** to post about it on social media
 - ii. Diamond can reshare it when it shows up
 - iii. See if Norwalk Strong clubs can support through videos or other promotions?
5. Discussed next week’s parent newsletter which focuses on alcohol. Reviewed / added to content to be included:
 - a. Stats from our data – really emphasize perception of harm
 - i. belief that kids have to drink before college
 - b. Liquor Stickers info
 - c. Socially appropriate drinking
 - d. Tips for parents
 - i. Talk They Hear You
 - ii. Blame your parent / code word ... strategies
 - e. Alcohol in LGBTQ+ community
 - f. Dry January?
 - g. Due to what happened at BMHS, will also include content on dabbing vs vaping from today’s blog post / press release

6. Education / Activities for spring

- a. In January we are having 2 parent forums to share out our survey data with mental health & substance use professionals providing education and resources. This will include content about alcohol.
- b. Reviewed logic model for alcohol to think about what we can realistically get done by end of year, ahead of prioritizing the activities in the workplan at our January meeting.

Substance: Alcohol

Root Causes prioritized: (1) Favorable community norms; (2) social availability

- Objective 1: % of Norwalk juniors who report low peer disapproval of alcohol use will decrease from 36% (baseline 11/2018)
- Objective 2: % of Norwalk residents who feel that drinking alcohol is a normal part of growing up will decrease from 28% (baseline 3/21)
- Objective 3: % Norwalk high schoolers reporting alcohol is very or somewhat easy to access will decrease from 41% (baseline 10/2020)
- Objective 4: % of Norwalk parents who feel it would be easy for a teen to get alcohol from their own home or a friend's home will decrease from 56% (baseline 3/21)

Educational strategies to change perceptions

- Parent education (parent talks, freshman forum, etc.)
- Digital signage (in conjunction with marijuana committee)
- Mentioned 2 campaign options:
 - Previewed SAMHSA's "[Talk. They Hear You](#)" campaign – many social media materials in English and Spanish (posters, TV and radio PSAs, social media posts, mobile app) – can be primarily done online
 - [Not In My House](#) campaign would work best if we have lots of parent volunteers
 - Could do the Talk campaign this year and Not In My House later, when more events (eg PTO meetings) are happening in person
- Working in specific cultural communities / neighborhoods:
 - Need many supporters as a workforce. Could be focus for spring – recruit interested volunteers

Environmental strategies to change ease of access

- Bag checks
- Patrols at beaches
- Lighting
- Safe storage / lock it up campaign (postcards?)