

MSPF _____ County Budget

FY '13 MSPF Strategic Plan Summary and Implementation Budget

Jurisdiction: _____, Maryland

MSPF Community: _____, Maryland

Name of MSPF Coalition: _____

Coalition Chairperson: _____

Lead MSPF Agency: _____

MSPF Coordinator: _____

MSPF Local Evaluator: _____

MSPF _____ County Budget

Area to be served

Describe the geographic area to be served during this funding period and indicate if this is the area described in original application or whether this is an amended area that has been approved by the state.

_____, Maryland is the original geographical location indicated in the original MAPF grant application. _____ is the target area which encompasses _____ square miles and has a population of _____ as of the most recent census data. There are ___ middle schools, ___ high schools, and ___ colleges within this region. It is served by the _____ City Police, Sherriff's Department and Maryland State Police. There are _____ Class A liquor licenses within _____ and ___ various Class B licensed for bars and restaurants within this area.

Staffing Pattern

List all personnel, including contract staff, funded under this grant, percentage of time allocated to the project, and their title/role in MSPF.

_____ -MPSF Coordinator 100% is allotted to the MSPF project

_____ - approximately 20 hours per month

Strategic Plan Summary

Coalition

**Strategic Plan Summary
February 22, 2013**

The _____ Health Department is the lead agency for MSPF grant. The _____ Coalition has selected Retail Availability, Social Availability, and Low Perceived Risk to focus on for the strategic plan to reduce underage drinking.

The City of _____ has a high alcohol outlet density but no systematic method for conducting compliance checks; therefore, the coalition selected Retail Availability because of its potential impact in the community. The coalition has determined that alcohol retailers along Main Street are frequented by underage youth and young adults and offer drink specials and events that promote high-risk consumption. The coalition has also learned through a recent environmental scan that many of these retailers do not display appropriate signage. Further, recent compliance checks at a sample of 14-16 of these retailers revealed that approximately 25% sold alcohol to minors without checking IDs or in spite of IDs indicating the minor was underage. During Year 1, the coalition will focus on implementing regular, systematic compliance checks of all establishments and disseminating and posting signs regarding checking IDs and the hazards of underage drinking in each of these establishments. In future years, the coalition will expand retail availability strategies to focus on training staff at each of these establishments on responsible beverage service.

Under Social Availability, the coalition will focus on parents of high school students. Recent community surveys indicated easy access to alcohol in homes and a lack of understanding of the consequences of underage drinking. During Year 1, the coalition plans to implement strategies to address this problem through parent education programs and media campaigns to educate parents about monitoring the alcohol supply in the home and the consequences of underage drinking. In addition, the coalition plans to work with the County State's Attorney to increase calls to the TIPS line by _____ residents. In future years, the coalition and State's Attorney will work together to expand TIPS to allow community residents to report problems via texting, email, as well as by phone.

In an attempt to shift youth perceptions of alcohol consumption in _____ and the rest of the central region, the Low Perceived Risk variable will focus on local high school students who view alcohol use as a regular part of the region's culture. During Year 1, the coalition will convene a youth coalition to encourage youth to make safe choices. In addition, the coalition will work with off duty police officers and school administrators to administer breathalyzers at local school events and decrease the number of youth showing up at these events intoxicated.

To monitor and assess the impact of these strategies on underage drinking in _____, some existing indicators will be strengthened and new data indicators will be developed. Indicators to be strengthened include compliance checks, community surveys, and data collected through regular detailed environmental scans. New indicators to be developed include TIPS reports, counts and surveys of employees and parents participating in training programs, and data from the new State YTRBS survey.

MSPF _____ County Budget

Evidence Based Strategy	Expenses for implementing this strategy	Rationale – How did you arrive at the cost of implementing this strategy?	MSPF Funding requested to implement the strategy	Funding or in-kind from other sources (if there is any)	Total Funding for this Strategy
Retail Availability: Compliance checks (Community Strategy #3)	Officers time to conduct checks	Provide funding to City Police for compliance checks @ 1 officers x 15 hrs. to complete 23 compliance checks.	\$ 1,000.00	Liquor Board Commissioner Fee Youth’s Time	\$ 1,000.00
Media Campaign for Compliance Checks (Community Strategy #12)	Press Release Newspaper Ad space per protocol. Notice Letters to alcohol retailers.	Free newspaper ad space 200.00 x 2 .46 x 23 letters Stationary Cost	\$500.00 \$10.58 \$10.00 \$1520.58 MSPF		\$500.00 \$10.58 \$10.00

MSPF _____ County Budget

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Retail Employee Training Establish Law enforcement led class on appropriate policies and practices for seller/licensees cited for violations (Community Strategy #3)	Offer a \$50.00 discount to each alcohol retail employee who takes TAM (Techniques of Alcohol Management) training/certification through the MSLBA. Drivers License Reference Guide	20 employees x 4 trainings a year @ \$50.00 each 39 x \$25.00	\$4000.00 \$975.00 \$4975.00 MSPF	Employer (s) paying \$30.00 towards TAM training Local restaurant offering establishment in kind for TAM training location. Food costs toward training	\$6400.00 \$150.00
Low Perceived Risk- Adopt Practices to prevent students from bringing alcohol to school or school related events (K-12 #2)	Purchase Breathalyzers for 9 High Schools.	9 x \$401.40 (1) breathalyzer	\$3613.00 \$3613.00 MSPF	_____ paying for local law enforcement officers during after school hour events \$27.30 per hour.	\$27.30 per hour x # of officers. Do not know their budget figure.

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Retail Availability: Post Prominent Signs in licensed outlets stating MLDA or risk of FAS(Community Strategy 14)	Stickers printed for Project Sticker Shock	3000 x1 color	\$450.00	_____ Students volunteering to implement program. _____ will email retailers to join this project.	\$450.00
	Stickers/signs for retail establishments-Place on coolers/doors-consequences of hosting/purchase/consuming under 21	Signs: 80 x 3.00 ea. Vinyl Cling Stickers 100 x \$3.00 ea	\$240.00 \$300.00 \$990.00 MSPF	Signs-donation	\$240.00 \$300.00 \$200.00 in kind

MSPF _____ County Budget

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<p>TIPS Line: Develop Procedures for citizen’s complaints about a disorderly house and similar violations where underage drinking occurs.</p> <p>(Com. 6)</p> <p>Media Campaign for TIPS line (Com. 12)</p>	<p>Posters-Printed at County Printing Office.</p> <p>Printing Office.</p> <p>Newspaper displays Ads/plus online Ads</p> <p>magnets/keychains</p>	<p>50 posters x 5.00 each</p> <p>500 x .10 each</p> <p>_____ Times Web AD for 30 days</p> <p>5 Sundays @ 127.50</p> <p>\$1200.00 Spiderweb Printing</p>	<p>\$250.00</p> <p>\$50.00</p> <p>\$382.50</p> <p>\$637.50</p> <p>\$1200.00</p>	<p>_____ will place on website. Cost of Phone line per month \$51.13</p> <p>Local Law enforcement will place on website</p> <p>Local Colleges, businesses will partner</p>	<p>\$250.00</p> <p><i>\$613.56</i></p> <p><i>Phone line</i></p> <p>\$50.00</p> <p>\$382.50</p> <p>637.50</p> <p>\$1200.00</p>
	<p>_____ public transportation bus sign</p> <p>Radio</p> <p>Local Peg Channel PSA</p>	<p>1 yr. x 1 bus in the _____</p> <p>1 Sign Cost: for transit bus</p> <p>Radio PSA</p> <p>\$100.00</p>	<p>\$1800.00</p> <p>\$200.00</p> <p>Free</p> <p>\$100.00</p> <p>\$4620.00 MSPF</p>	<p>_____ transit system will highlight the TIPS line on their Facebook</p>	<p>\$1800.00</p> <p>\$200.00</p> <p>Free</p> <p>\$100.00</p>

Evidence Based Strategy	Expenses for implementing this strategy	Rationale – How did you arrive at the cost of implementing this strategy?	MSPF Funding requested to implement the strategy	Funding or in-kind from other sources (if there is any)	Total Funding for this Strategy
<p>Educate parents about local issues of underage drinking, youth access to alcohol, effects of drinking on the underage brain. (F&H:#2)</p>	<p>Register for Parents Who Host Lose the Most Program by the Drug Free Action Alliance</p>	<p>\$50.00 fee Drug Free Alliance Website</p>	<p>\$50.00</p>	<p>Partner with City Police, State Police, States Attorney Office, PTA's, DJS, Partnership for a Healthier _____.</p> <p>Local Businesses, Alcohol Outlets</p> <p>All post Printed Materials, web links, Social Media sites.</p>	<p>\$50.00</p>

Evidence Based Strategy	Expenses for implementing this strategy	Rationale – How did you arrive at the cost of implementing this strategy?	MSPF Funding requested to implement the strategy	Funding or in-kind from other sources (if there is any)	Total Funding for this Strategy
Media Campaign (Com.12) for Parent Education Program	_____Public Transportation AD-Cost of Printing transit ad	2 bus x 1800.00 a year \$300.00	\$3600.00 \$300.00	_____ will campaign highlight on Social Media	\$3900.00
	Update Coalition Website-parent page. Safe Homes Pledge Data Base. Newspaper ads _____ Times Web ad Food for Parent events	\$3000.00 Based on Community Media Center bid. 10 days @ 127.50 = 635.00 30 days-382.00 \$300.00	\$3000.00 \$1270.00 \$382.00 \$300.00 \$8902.00 MSPF		\$3000.00 \$1270.00 \$382.00 \$300.00

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Educate and advocate for specific outcomes with pre-approved materials using purchased media (Com 12)	Capacity Building youth Coalition: Food Costs and Printed Materials	\$379.42	\$379.42 MSPF	Parent/teacher time: Leadership High School SGA, Clubs, Church Organizations Time	\$379.42
		MSPF Total:\$25,000.00			

**Worksheet 1: MSPF Incentive Grant
Local Implementation Plan
February 1, 2013- June 30, 2013**

Name of Community: _____ County

Area Being Served: _____

Date When Worksheet is Submitted: February 1, 2013

State the Priority	Reduce Underage (12-20 year olds) Drinking in _____					
State the Intervening Variable	Low Perceived Risk					
State the Contributing Factor	Youth perception - Lack of knowledge among youth of health and legal consequences of underage drinking					
Evidence Based Environmental Strategy	Key Action Steps	Implementation Timeframe From: 2/13 To: 07/13	Who's Responsible - Implementing Agency/Workgroup/ Individual	What are the Measurable Outcome(s)?	How will you measure?	Who will collect the data indicators?
Com 12: Educate and advocate for specific outcomes with pre-approved materials using purchased media	<ol style="list-style-type: none"> Attend student government meeting and conduct survey on underage drinking to initiate planning process Attend church youth groups to solicit ideas and suggestions for youth coalition from youth Prepare and disseminate recruitment email to local schools 	Capacity Bldg: <ol style="list-style-type: none"> 2/13 2/13-6/13 2/13-6/13 	<ol style="list-style-type: none"> Coalition members Public Schools Local religious leaders 	<i>Year 1 Capacity Building:</i> <ol style="list-style-type: none"> Increase in number of participants recruited for youth coalition over baseline 	<i>Year 1 Capacity Building:</i> <ol style="list-style-type: none"> Recruit youth advisor who will record and submit required data Number of planning meetings held Number of events such as student government meeting attended to collect suggestions and recruit youth Number of youth recruited for coalition 	Youth Advisor and other Coalition members

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State the Priority		Reduce Underage (12-20 year olds) Drinking in _____				
State the Intervening Variable		Low Perceived Risk				
State the Contributing Factor		Youth perception – Youth don't expect to get caught if they show up at school events intoxicated				
Evidence Based Environmental Strategy	Key Action Steps	Implementation Timeframe From: 2/13 To: 07/13	Who's Responsible - Implementing Agency/Workgroup/Individual	What are the Measurable Outcome(s)?	How will you measure?	Who will collect the data indicators?
K-12 2: Adopt practices to prevent students from bringing alcohol to school or school-related events	<ol style="list-style-type: none"> Develop specific school policies and practices for using breathalyzers at extracurricular activities when off duty law enforcement personnel are used for security Purchase and disseminate breathalyzers to central region high schools Develop list of schools and events where breathalyzers will be used Monitor use of breathalyzers 	<ol style="list-style-type: none"> 12/12-1/13 12/12-1/13 12/12-1/13 2/13-6/13 	School administrators; law enforcement officer at event; _____, Coordinator of School Security	Measure increase in use of breathalyzers at school events over baseline per year	Schools will use a data collection table to monitor: <ol style="list-style-type: none"> Number of breathalyzers purchased/disseminated Number/type of events at which breathalyzers were utilized Number of times breathalyzers utilized per event Number of students testing positive and disciplined 	<ol style="list-style-type: none"> School principals will maintain logs of all breathalyzer uses _____ will collect data from all schools and submit to SPF coordinator

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State the Priority	Reduce Underage (12-20 year olds) Drinking in _____					
State the Intervening Variable	Retail Availability					
State the Contributing Factor	ID issues - Lack of signage regarding checking IDs and the hazards of underage drinking displayed by licensed alcohol establishments					
Evidence Based Environmental Strategy	Key Action Steps	Implementation Timeframe From: 2/13 To: 07/13	Who's Responsible - Implementing Agency/Workgroup/Individual	What are the Measurable Outcome(s)?	How will you measure?	Who will collect the data indicators?
Com 14: Post prominent signs	<ol style="list-style-type: none"> 1. Plan and Prepare signage toolkits with local retailers coalition workgroup 2. Print under 21 signage and other materials 3. Invite alcohol retailers to host sticker shock 4. Launch Project Sticker Shock and print stickers 5. Hold event with local retailers and _____ College to post stickers on cases of beer 6. Distribute signage toolkits including under 	<ol style="list-style-type: none"> 1-2. 1/13 -3/13 3. 4/13 4-7. 4/13-6/13 	<ol style="list-style-type: none"> 1. County Health Department 3. Coalition coordinator 4. College Safety and Wellness Center 5. College Greek Organizations 6. MD State Liquor Board ER director 	Measure increase in signs/stickers displayed and percentage of retailers displaying signs/stickers over baseline per year	<ol style="list-style-type: none"> 1. Number of signs disseminated 2. Number of signs displayed 3. Number of signage toolkits disseminated 4. Number and type of marketing activities 	County Health Department, Liquor Board, Retailers

	21 signage and TIPs materials to all alcohol establishments in					
	7. Market signage campaign via coalition web site, social media, press releases, and local media coverage					

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State the Priority	Reduce Underage (12-20 year olds) Drinking in _____					
State the Intervening Variable	Retail Availability					
State the Contributing Factor	Compliance to regulations and ordinances - Local retailers sell alcohol to underage youth					
Evidence Based Environmental Strategy	Key Action Steps	Implementation Timeframe From: 2/13 To: 07/13	Who's Responsible - Implementing Agency/Workgroup/ Individual	What are the Measurable Outcome(s)?	How will you measure?	Who will collect the data indicators?
Com 3: Conduct annual compliance checks	<ol style="list-style-type: none"> Develop and implement compliance check plan Develop data collection methodology /instrument Develop List of establishments to be checked Recruit underage youth from _____ ROTC to participate in checks Publicize upcoming compliance checks through press release to local newspaper 	<ol style="list-style-type: none"> 12/12-2/13 12/12-2/13 3-8.2/13-6/13 	<ol style="list-style-type: none"> City Police Sergeant in charge of checks Liquor Board Commissioner ROTC Program ROTC Master Sergeant 	Measure decrease in percentage of retailers out of compliance compared to baseline per year	<ol style="list-style-type: none"> Number of compliance checks conducted Percentage of retailers out of compliance Number of places compliance checks announced Number of retailer names published as result of compliance checks as in/out of compliance 	Coalition members, Liquor Board, City Police

	<p>6. Conduct compliance checks</p> <p>7. Publicize results of checks – congratulatory letters sent to establishments in compliance by Liquor Board, publishing pass/fail notice in local paper and coalition newsletter and on Liquor Board web site</p> <p>8. Prepare summary data sheet for SPF evaluation</p>					
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Name of Community: _____

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Date When Worksheet is Submitted: February 1, 2013

State the Priority	Reduce Underage (12-20 year olds) Drinking in _____					
State the Intervening Variable	Retail Availability					
State the Contributing Factor	Employees – Lack of employee training on RBS					
Evidence Based Environmental Strategy	Key Action Steps	Implementation Timeframe From: 2/13 To: 07/13	Who's Responsible - Implementing Agency/Workgroup/ Individual	What are the Measurable Outcome(s)?	How will you measure?	Who will collect the data indicators?
Com 8: Establish Law enforcement led class on appropriate policies and practices for seller/licensees cited for violations	<ol style="list-style-type: none"> Build capacity and support existing training plan and TAM trainings Disseminate fliers to recruit participants Hold 4 TAM trainings at local alcohol establishment Provide in house establishment specific trainings on request 	<ol style="list-style-type: none"> 2/13-3/13 4/13-6/13 Summer 2013 Summer 2013 	1. City Police	<p><i>Yr 1 Build Capacity and Support Existing TAM: Document process for planning TAM trainings</i></p> <p><i>Yr 2 Expand Capacity to include a law enforcement led class: Measure increase in establishments and employees completing training over baseline per year</i></p>	<ol style="list-style-type: none"> Number of planning meetings held Number of fliers and mailings disseminated to recruit employees Number of trainings planned Number of employees signed up for TAM class Number of employees trained through TAM class Number of in house 	MD State Liquor Board Assoc. and Coalition members

					establishment specific trainings requested and provided	
					7. Number of employees trained through in house establishment specific trainings	

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Date When Worksheet is Submitted: February 1, 2013

State the Priority	Reduce Underage (12-20 year olds) Drinking in _____					
State the Intervening Variable	Social Availability					
State the Contributing Factor	Provision of alcohol to minors - Lack of supervision of minors provides opportunities to drink					
Evidence Based Environmental Strategy	Key Action Steps	Implementation Timeframe From: 2/13 To: 07/13	Who's Responsible - Implementing Agency/Workgroup/Individual	What are the Measurable Outcome(s)?	How will you measure?	Who will collect the data indicators?
Com 6: Develop procedures for citizen complaints about a "disorderly house" and similar violations where underage drinking occurs	Launching & Marketing TIPS 1. Prepare and send out press release 2. Operationalize TIPS 3. Create and distribute posters to all grade schools, local colleges, county/state agencies, and cooperating retail establishments 4. Create and place ads on local public	Plan: 12/12-3/13 Launch: 4/13 Market & Monitor: 5/13-6/13	1. States' Attorney's Office Investigators (lead agency) 2. Sheriff's Department 3. Maryland State Police 4. _____ Police Department 5. _____ Police Department 6. _____ Police Department 7. _____ Police Department 8. _____ Police Department	1. Measure increase in use of TIPS through number of calls over baseline per year 2. Measure increase in police responses to TIPS reports (Coalition coord will meet with	1. Maintain log of all TIPS calls/emails/texts received including date and time received, type of tip, agency/ies tip forwarded to 2. Number of planning meetings 3. Number and type of marketing materials disseminated 4. Number of police responses 5. Number of alcohol-related citations/	State's Attorney's Office investigators and other Coalition members

	<p>transit vehicles, social media sites, and cooperating agency web sites</p> <p>Managing TIPS</p> <p>5. Establish email account and phone number through County Government</p> <p>6. Calls, emails, and texts will be checked each business day by a County SAO investigator</p> <p>7. Investigator will document all calls, emails, and texts in the TIPS log book</p> <p>8. Investigator will forward pertinent information to appropriate law enforcement agency</p>		<p>9. _____ College Campus Security</p> <p>10. Department of Juvenile Services</p>	<p>SA and Sheriff during initial implementation to plan specific methods)</p> <p>3. Measure change in alcohol-related citations by age range (UCR data)</p>	<p>violations (UCR data)</p>	
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Local Implementation Plan
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Area Being Served: _____

Date When Worksheet is Submitted: February 1, 2013

State the Priority	Reduce Underage (12-20 year olds) Drinking in _____					
State the Intervening Variable	Social Availability					
State the Contributing Factor	Lack of parental monitoring of alcohol supply in the home (Parent training program to be determined)					
Evidence Based Environmental Strategy	Key Action Steps	Implementation Timeframe From: 2/13 To: 07/13	Who's Responsible - Implementing Agency/Workgroup/ Individual	What are the Measurable Outcome(s)?	How will you measure?	Who will collect the data indicators?
F&H 2: Educate parents about local issues of underage drinking, youth access to alcohol, effect of drinking on the underage brain	<ol style="list-style-type: none"> Review and select parent education program Develop parent education plan Join Drug Free Action Alliance and purchase program kit Review community engagement strategies and planner Begin to recruit community 	<ol style="list-style-type: none"> 12/12-1/13 12/12-1/13 3-7.2/13-6/13 	To be determined after program is selected	<p><i>Yr 1 Capacity Building:</i> Document process for developing and implementing education plan</p> <p><i>Yr 2 Conduct Program:</i> Measure increase in parents/nurses/counselors trained over baseline per year</p>	<ol style="list-style-type: none"> Parent education program selected Parent education plan developed Number of parents recruited for future programs 	To be determined after program is selected

	partners 6. Devise community strategies 7. Purchase ready- to-use materials					
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