



## COMMUNITY GRANT OUTCOME REPORT

### Reality Check 21

# Eau Claire County kids delaying their first drinks

### Series of targeted underage drinking interventions show positive outcomes in Eau Claire County



*A program featuring ID checks at Country Jam in Eau Claire saw compliance with alcohol laws increase from 33 to 97 percent.*

► **Description:** Alcohol use among high school and college students in Eau Claire County is greater than the national average. The Consortium for Substance Abuse Prevention in Eau Claire County started Reality Check 21 to reduce underage drinking. It targeted a variety of prevention domains (individual, peer, family, school, environment and community) using four evidence-based programs. All Stars (grades 6-8), Guiding Good Choices (ages 8-17), Staying Connected with Your Teen™ (ages 8-17), and Communities Mobilizing for Change. The programs seek to reduce alcohol use and limit access through changes in community practices and law enforcement.

► **Results:** Outcomes for Eau Claire County youth include decreases in: (1) youth reporting their first drink before age 15; (2) high school youth who report that alcohol is easy to obtain; (3) 12th grade students who report having five or more glasses of beer, wine, or liquor within a few hours. There also was an increase in youth reporting that their parents talked to them about the problems of alcohol use. Through a partnership with

Country Jam, an annual Eau Claire music festival, compliance for alcohol sales increased dramatically due to three policy changes: 1) parents were no longer allowed to serve their children alcohol; 2) staff were hired to oversee ID checks; and 3) new “alcohol” wristbands were issued.

► **The Partnership:** The academic partner played a key role in convening the consortium, preparing the grant application for this project, and maintaining visibility in the community.

► **Next Steps:** Reality Check 21 supported each community’s efforts to cultivate local ownership and participation. Project committees continue to serve as local strategy teams, determining specific strategies to decrease youth access to alcohol. Two grants were obtained to support these efforts and further reduce underage drinking — a three-year \$320,247 grant from Wisconsin Strategic Prevention Framework State Incentive Grant and a five-year \$625,000 federal Drug-Free Communities grant.

### GRANT FACTS

**Grantee:** Eau Claire City-County Health Department

**Contact:** Francie Peardon, Community Advocacy Director/Supervisor, Eau Claire City-County Health Department, francie.peardon@co.eau-claire.wi.us (715) 839-5091

**Academic Partner:** Jennifer Eddy, MD, Associate Professor, Department of Family Medicine, Eau Claire Residency Program, UWSMPH, Jennifer.eddy@fammed.wisc.edu

**Grant Award:** \$450,000 over three years